

# PRINTERS INK.

A JOURNAL FOR ADVERTISERS.

Geo. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIII, NEW YORK, AUGUST 28, 1895.

No. 9.

*In* —

31836  
AUG 29 1895  
N.Y. DEPOT

## *Wisconsin*

Are Two Million People  
but only one

*Best Daily Newspaper*

*The Evening Wisconsin*

*Milwaukee*

Has the largest circulation and the most potent influence of any daily paper in the State. This fact is true to-day and has been true for thirty years.

*Advertisers Take Note.*

C. H. EDDY, Eastern Representative, 10 Spruce St., New York.

# ATLANTIC COAST LISTS

*Crops, Crops,  
EVERWHERE.*

Last year was drought year, except in the South; this the year of plenty all over our land.

The country people have been blessed with enormous crops. This means that immense sums of money will flow into their laps. That money will be ready to exchange for merchandise.

People who know how to attract it will get it.

Those who don't won't.

The **local paper** is the sure and quick means of opening the pocket-books of the country people.

It has the greatest influence over its constituents.

A careful and persistent use of its columns will loosen the purse strings.

The Atlantic Coast Lists, 1450 local papers, reach one million families every week.

They are the buyers of the New England, Middle and Southern States.

Catalogue and estimates for the asking.

**ATLANTIC COAST LISTS,**

134 LEONARD ST., NEW YORK.

134 LEONARD STR. NEW YORK

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HALM

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XIII.

NEW YORK, AUGUST 28, 1895.

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## GILLAM ON GILLAM.

ADDISON ARCHER INTERVIEWS THE WANAMAKER MAN ON HIMSELF AND EXTRACTS INFORMATION THAT WILL INTEREST EVERYBODY IN BUSINESS—MR. GILLAM RELATES THE HISTORY OF WANAMAKER ADVERTISING AS IT IS NOW AND AS HE HAS MADE IT—HE TELLS THE STORY OF THE CUTS—EXPERIENCES WITH ARTISTS THAT WOULD BRING GRAY HAIRS—HE BELIEVES IN MANY THINGS THAT ARE FUNDAMENTALLY NECESSARY TO SUCCESS IN HIS LINE, AND DEFINES WHAT THEY ARE.

The great Gillam—he of Wanamaker fame—the reviser of the old Wanamaker style and the originator of the new Wanamaker style—talked long and earnestly on the subject of ad writing, and told me much that has never been told before.

I intended asking him some questions, but it wasn't necessary. He was primed for the subject and poured out a steady stream of scintillating, suggestive, senseful talk that reveals the secret of advertising as it is known to one of the most experienced and most successful of them all.

"I believe any business should be studied by itself. I don't believe the same conditions apply in all respects to any two businesses. I came here to New York, and very, very peculiar conditions exist. In the first place it strikes me most important of all—it costs me almost twice as much to advertise a given amount of space as it did at Wanamaker's. Now, don't you see, for a business that is considerably smaller than the Wanamaker business, to pay more than twice as much a line, it couldn't be wise—it couldn't be good generalship to slap ahead on the Wanamaker basis. That was one problem that confronted me. It would

have been one of the most natural things in the world for me to use old style pica and bang ahead in the style I'm used to.

"Well, I did nothing of the kind. Really, my first thought was to use a bastard measure."

### BASTARD MEASURE.

"What's bastard measure?"

"Something out of the ordinary. I wanted to adopt something that would be identified with the business—a form that would lead any one who saw the advertisement at all to say, 'that is Hilton, Hughes & Co.'s ad.' It struck me that if I used three columns as two that made a bastard measure. That would be a column and a half wide. Don't you see that would at once become conspicuous? You could not pick up a paper containing our ad without its becoming an ear mark. It wouldn't alter it no matter what the type was. I found a perfect willingness on the part of the papers to do what I want, but it was very annoying to get it through the foremen of composing rooms. I hat would have been overcome in time, but in order to make it visible I would have to make it deep enough—300 lines deep meant six hundred lines deep—that is, paying the extra price. So I dropped down to the form I am now using, which is double column head, with single column matter and double column signature.

### POSITION.

"Here's a thought on position," he said, abruptly; "take a paper like the *Post* or the *Mail and Express*, or any paper that is carefully read—any of the small circulation papers—it really signifies very little where you are in the paper. You take papers of another class, that have a touch-and-go circulation, outside or prominent position counts for a great deal.

"Take the *Post* or *Mail and Express*, and its readers read it through, not for its want ads or personals, but for all there is in it. In papers of this

class I wouldn't pay an extra price for outside position.

WON'T BE BURIED.

"But I won't be buried. I want top of column."

Mr. Angus MacDonald, formerly advertising manager of the big Boston house of Jordan, Marsh & Co., was present, and being an old acquaintance of Mr. Gillam, joined in the talk from time to time. Just at this crisis they fell to discussing Boston newspapers, with which Mr. Gillam is perfectly familiar, having been one of the star men on the *Boston Post* in years gone by.

They discussed the *Transcript* as belonging to the small but valuable circulation class.

"It is the tea table paper of Boston," said Mr. Gillam.

"I used to get our house in on the editorial page," said Mr. MacDonald, "next to the column conducted by 'The Listener.'"

"That's good sense," added Mr. Gillam.

STUDYING SURROUNDINGS.

"The conditions surrounding any given business should govern. You want to study your surroundings.

A MACHINE ADVERTISER.

"Any one who writes a certain style, and sticks to it through thick and thin, is a machine advertiser. You take the so-called Wanamaker style. As it is to-day it is exactly as I developed it myself. When I took hold of the Wanamaker advertising it was very largely a series of essays—light, snappy—I don't want to say cranky—and, as a matter of fact, there wasn't a paper in the city that didn't watch it as they would medical advertising. That is just the point—they were just essays, bright and readable, yes—but still simply essays. He [referring, of course, to Mr. Powers] printed an entire advertisement on the City Hall stairways, and this was what helped to break his back.

DEVELOPING THE WANAMAKER STYLE.

"Well, when I took hold of the thing I almost immediately began to make changes. I stopped the elaborate essay style and made brief, breezy introductions, and gave some prices. You don't want to make simply a catalogue of prices, but you do want to make the ad a statement of fact touching the articles in question.

"If you can say anything about a

line of goods that will interest people in those goods, excite their curiosity, either for the newness of them or their cheapness, or any other point of view, do it, and then you want to supplement that fact by prices.

YOU CAN MAKE IT PROFITABLE.

"To simply say a thing is cheap or attractive, or interesting is only half enough. Just go one step further, and give the figures that prove the facts."

Here the interview switched off again into a discussion of the double or treble price charged in New York and Boston, but not in Philadelphia, for the use of cuts in advertising.

"That's the most absurd thing—they want to place a penalty on enterprise. What's the logic and the sense in charging three prices for the space?"

Mr. MacDonald related an incident of his Jordan, Marsh experience. He once asked Mr. A. Lincoln Fowle, then advertising manager of the *Boston Herald*, why they charged extra for cuts.

"We do it because we can. When you ride a horse, ride him good. Have a cigar, Mac," was the reply.

HORSE SENSE SHOULD BRISTLE.

Then the discussion went back to its original trend.

"I believe you should make an ad bristle with horse sense," continued Mr. Gillam. "The whole kernel of advertising is this—an advertisement writer is a salesman with an audience of thousands or hundreds of thousands that he talks to, one at a time. Did you ever think of that? It's just like having a man by the coat collar and talking. Now you want to talk to them through the paper just as you would by word of mouth, with this difference, that the deliberation of writing enables you to leave out unnecessary words and grind the matter down to a pointed statement of facts, and the oftener you do it the easier you do it, until at length it becomes a sort of second nature."

"How many times do you rewrite or go over your copy?" I asked.

"I used to write and rewrite it again and again. A great many people think the oftener you rewrite it the better it gets. But I don't believe in this laborious way of doing things now."

HOW GILLAM GILLAMIZES.

"If you know your goods and believe in your goods—if you actually love them, as it were—you can say just

those things that will make some one else love them and want them. What I call natural advertising differs from the stilted and stiff and formal, just as every-day talk differs from stage talk. If you are full of enthusiasm for your goods, the first burst of language will fit their case just as if you were talking. Great Scott! what would you think of a man who hacked and revised and backed water and pruned his words when he was talking to you? Why the whole charm of talk between friends is its naturalness. Well, that's the charm of advertising.

## LET IT BUBBLE OUT.

"Let it bubble out—that's what I say."

"I sit down to write—now I tell you I've no more thought of what I'll say—no more notes, no more preparation than if I had been waked up out of a sound sleep.

"I take that and that and that and tell the story of the ad. It isn't anything particularly striking, but life itself isn't very striking. Life is but a series of every-day occurrences. Nine hundred and ninety-nine events in every-day life are humdrum, but it's a mighty pleasant life for all that.

## FAME THROUGH SIMPLICITY.

"See here—you take the novels that have attained fame—'Robinson Crusoe,' 'Tom Brown at Rugby,' etc., etc., what do you find? Plain naturalness, and it's a matter of fact that in those novels you see the every-day matter-of-fact lives of matter-of-fact every-day people—that is what gives them their charm.

"You take your cut and dried fellow, who wants to fit everything to his own Procrustean bed—the result can only be a monotony of business dullness."

Mr. Gillam had to explain to my unclassical intellect that a Procrustean bed was the bed that some ancient tyrant had on the Isthmus of Corinth, and on which he used to make people lie down to sleep, fitting them to the length thereof by cutting off a foot or two if the unfortunate occupant was too long, and stretching him out if he were too short.

"I think a business campaign is in a way like war," continued Mr. Gillam. "You know how Napoleon upset the old-theories of the Austrians. You might well call the Austrians the old style pica. They used always to marshal their troops in columns and

without heads, and you see the result. The point of it all is to fit the style to the subject—to be natural—which is the hardest of all.

## WHAT IT ALL MEANS.

"All this means that the intelligent, careful advertiser studies his surroundings, profits by his own experience and the experience of others as far as that will help him, but it's a mighty small way the experience of others can help them.

## ORIGINAL STYLE.

"It makes me smile to hear those fellows demanding an original style. Twenty houses have come to me in the past few years for some one who can write an original style. They all howl for original style—the smaller and more insignificant the store the more it wants original style."

"Wherein does the present Wanamaker style differ from the other Wanamaker style?"

"The other Wanamaker style was a plain essay—a headless essay. It was as much an essay as if written for that purpose only. You never saw a head, or very rarely. Any definite allusion to prices was mostly incidental. Now that is a fair, an unbiased analysis of the style Powers wrote.

## CHANGING THE POWERS STYLE.

"I changed that style little by little until for years it has been in its present form, always with a title to each class of goods and in a contrasting type—always with a wealth of details—a poverty if you please, but lots of them. Usually with a general introduction touching on store principles or some interesting feature of the day's business. This was successful—judging by results. The business doubled during the time I was there—which is something in a business that already amounted to many millions a year.

"Another change that came out in my time was the illustrations, for Powers had snorted at the idea of pictures."

"Were you responsible for introducing illustrations into the Wanamaker ads, Mr. Gillam?"

"I should say Mr. R. C. Ogden was entitled to the credit of the Wanamaker illustrations. He had often spoken to me about the desirability of making the advertising additionally distinctive in some such a way. The matter was many times brought up before Mr. Wanamaker, who rather fa-

vored the idea from the first, but thought there would be great difficulty in getting illustrations that would be pat. One day he asked me to bring down proofs of the advertising of the previous three days. He took a copy of each day's advertising, Mr. Ogden took a copy and I took a copy.

#### SUGGESTING ILLUSTRATIONS.

"'Now,' said Mr. Wanamaker, 'let each of us see what illustrations we could suggest for this advertising.'

"Well, I scratched my head, and in about ten minutes had found suggestions for three pictures that wouldn't be utterly absurd, but nearly so. Mr. Wanamaker also settled on three suggestions, and two of the three were precisely the same as mine. Mr. Ogden outlined or suggested seven possible pictures, some of them so absurd as to be really comical.

"Well, Mr. Ogden was so earnest about the thing that Mr. Wanamaker said: 'All right—go ahead—but not until you have accumulated a stock of thirty or forty cuts, so you won't be placed in the position of starting this thing and then backing down.'

"I cast about and got an artist—a New York artist—we had to turn to New York in our agony—who came over and stayed in the store for at least a month, and in that time we had *painfully* produced thirty or forty pictures that would make the cold chills run over me to look at them.

#### WHAT HARRY OGDEN DID.

"But Harry Ogden, of New York, did give us a few outline cuts that were splendid. Harry Ogden, of 1155 Broadway, is the best outline artist that ever lived. At length I had proofs of, well, may be fifty. Mr. Wanamaker approved them, and we started in and we have never let up. I have had more trouble in getting good outline artists than in any other effort I ever made in connection with advertising. After we swung out I began to be worried. I found we were eating up the cuts with fearful rapidity, and they were not growing fast enough. Mr. Ogden was producing about one cut a day and I was using two or four a day. He would sit in the corner and thump his head and tear up and ask me for suggestions, and I would thump my head and worry, and between us we would manage to produce about one a day, and very bad cuts they were, too.

"Well, finally, I turned to Thomas Hovenden in desperation. He is the

high muck-a-muck of these people. He was in charge of the school of design in our Philadelphia Academy of Fine Arts, and I told him I would give \$1.50 for any or all sketches submitted by any pupil of the Academy, whether we used them or not, and I would help them all I could with suggestions.

#### ART BY THE BUSHEL.

"They brought in armfuls of them and I bought them, and I never used one of them except some by Margaret Lippincott. Thus, almost entirely failing, we hired an artist in Brooklyn simply to go about to all the art schools of New York and Brooklyn, or wherever these creatures were to be found, and I made the same offer to them—\$1.50 for any sketch they could send over to me. I believe he sent over a bushel, and I never used one.

#### MISS LIPPINCOTT TO THE RESCUE.

"But Miss Lippincott developed considerably, and Mr. Harry Ogden finally agreed to furnish me six cuts a week, though his other work averages an income of \$15,000 to \$20,000 a year, and he don't do any of this small ad work except for Wanamaker and Procter & Gamble, of Ivory Soap."

Here Mr. Gillam related reminiscences of the artists who used to come in with sketches for his approval. He would look at the sketch, and then apply one of his "application killers," as he called them. They consisted simply of slips of paper that he would place over all the cut except the head and face. Then he would say, "That is a pretty good sketch, but now let us try to imagine what the critter is doing."

"I have had some fiery dragons shedding blood—with their feet—and shut them all off but the face, and they are reading a novel. After such a test as this I would say that the sketch was all right, but 'was it alive?' I killed off a great many would-be artists this way. I think I tried everybody in three States, not to mention the Cotton Belt. I got some good work from Miss Lippincott, from Miss Smith, now with the *Ladies' Home Journal*, and from Miss Macbeth. Now, these people are the length and breadth and depth of all that I have found, and there hasn't been a section of an hour I haven't been open to applications. There hasn't been any of them as good as Harry Ogden. Never saw anything like it; if he sketches a

lady, you know it is a lady, without having it labeled; if he sketches a servant, you know it is a servant, and it is not a scrub; if he gives a national character, you can see the national characteristics every time.

THE AD MAN'S BALL AND CHAIN.

"So it was in those days that I couldn't see how the picturing could be kept going. Now it is the easiest thing in the world. Here is the point—the ball and chain that advertising men wore in those early days was to use frying pans and salad forks, and try to illustrate them artistically.

"Now the truly artistic advertisement is far away from the conventional. The cuts that sell goods and help advertising simply suggest—illuminate the subject and etherealize it."

"Why don't you use cuts in the New York papers, Mr. Gillam?"

"In the first place, you can't use pictures without using considerably more space, and I don't think they are worth it. The great point of a picture is to attract additional attention. Just at the present time we are talked about and looked about enough."

The conversation drifted onto the subject of comparative values in circulation again.

"In my opinion," said Mr. Gillam, "the paper of small circulation is not of proportionately less value than the larger. To be very personal, I believe a thousand subscribers of the *Post* or *Mail and Express* are worth a good many thousands of sensational circulation. Papers of small circulation in a city are usually papers of large subscription price. Take a penny paper of say ten or twenty or fifty thousand circulation, and it has nothing like the value to us of a two or three-cent paper of very much less circulation."

"Does the quality of goods you sell make any difference?"

"Not with a store like ours. The cheap crowd don't and won't come anyway."

Speaking of bargains, Mr. Gillam said: "Bargains is a miserably misused term—just like 'expert'—and yet they just hit the subject. They are, nevertheless, dragged in by the heels very often where they don't belong."

Speaking of knowing goods in order to advertise them, Mr. Gillam said: "The background of knowledge is the background of success in advertising. Ideal advertising can never be done by one who is not on the inside."

Mr. Gillam gave me a very interesting account of how he evolved his present system of having the heads of departments send in their facts in writing. He prowls round among the goods as he pleases, of course, and he gives the heads of departments all the latitude they want in sending him in all the facts they think will help sell their goods; he encourages them in this, but he uses his own discretion in what he shall print of what they send in.

He finds having the facts and figures sent in by the heads of departments in writing is his only safeguard against being held responsible for the errors that creep in that are not his. He insists strenuously upon there being enough goods on hand to supply the demand that his advertising creates.

"Of course, there are certain principles that apply to all advertising—to all good advertising," said Mr. Gillam, in closing. "In the first place, you must have something to advertise—something the people want—at a price they ought to pay, and having those things the strongest thing you can say of them is whatever will impress the reader's mind with those facts. Now, if you can do it in a bright, racy, sparkling manner, so much the better; but there must be that pith, that kernel, that center of fact, and interesting fact, around which to build, or no permanent good can come from any advertisement.

"Now, when you come down to methods, it's another thing. You take a house with a reputation, you take a house the people believe in, and let that house make a statement, over its own name; I don't care if the thing is blunderingly done as far as English goes, so far as display goes, so far as all the little tricks and touches that experts are wont to call advertising, are concerned; I tell you the response will come, and a good response. That is why we see some of these old, conservative, responsible, reliable houses doing a good business—a growing business—on advertising that the sharp people are wont to laugh at. I have no doubt that better advertising would bring a better response, but the response would not come, in my opinion, simply because of tricks of language or a more showy setting."

"Do you think an advertising expert can do a man's advertising better than he can himself?"

"I think the chances are he can do

the writing a great deal better. If he would get close to the goods—saturate himself with them, as it were, so that he could write with knowledge as well as enthusiasm—I think he could do the advertising better. There is no question at all if he can get on the same basis toward the goods as the owner occupies he can do the work better. But I do not think first-class, winning advertising can be done from the surface.

#### BELIEVING IS SELLING.

"If a salesperson actually believes in his goods—is full of enthusiasm for them—he can raise enthusiasm in the buyer too. It isn't a question of grammar, even—it's a question of fervor and earnestness—it's a question of belief—push—that's what sells goods."

ADDITION ARCHER.

#### THE POWER OF ADVERTISING.

The Royal Baking Powder Company has recently forced wholesale grocers to sign a new contract, which the grocers find very distasteful. Some time ago the wholesale grocers requested the baking powder company to grant better terms, claiming that there was not a living profit in handling the goods. The contract now provides that a rebate of 5 per cent shall be paid at the end of a year, providing that the grocers increase their sales 10 per cent during the year, and do not sell to other jobbers. As an example of the sentiment on the subject a leading grocer said yesterday that he would give \$1,000 if he could be one of two-thirds of the grocers to sign an agreement refusing to handle the goods of the Royal Baking Powder Company. —*New York Journal of Commerce.*

The above item quoted from a leading commercial paper calls attention to one of the most marked instances of the legitimate power of advertising in the history of trade. Here is a common commercial product that has nothing secret in its composition or in the manner of its compounding. It is an article of daily use by the majority of housewives and can be prepared by anybody who wishes to take the trouble to do so. There are, naturally, numberless brands on the market, many of which are probably as good as the best. Yet the makers of the baking powder known as "Royal" have gained a position in trade where they can compel the strongest wholesale houses to carry their product in stock under irksome conditions and at a margin of profit which they claim is unremunerative. If the interview is authentic a leading metropolitan house would give willingly \$1,000 to be able to refuse to handle these goods, but is powerless in the

matter. Why? Because a demand has been created that must be supplied. Probably nearly every general order that comes into any wholesale grocery house contains a call for Royal Baking Powder. If it is not in stock it must be procured. The same is true of the retail trade. A large number of housewives will have no other kind.

Every salesman knows how hard it is to introduce a new brand of goods. He is met constantly with, "create a demand for your goods and we will handle them." The demand once created, however, the trade is obliged to handle them whether it wishes to or not. The suppliant becomes the dictator.

The problem, then, is to build up a genuine demand. No way to do this has been found other than that of giving the article publicity. Many ways of doing this are resorted to. The method used by the baking powder company referred to has been an almost unlimited use of newspaper advertising. Its success is one of the strongest arguments in favor of that form of advertising in the case of an article of general use.

In view of the fact that all pure baking powders are practically the same in quality and that anybody can make it, the question of the value of the name is an interesting one. The commercial value of any brand, be it the Royal, Price's, Cleveland or any other, is measured by the actual effectiveness of the advertising done in the past. In some cases this publicity has cost several millions of dollars. The temptation to call this expenditure an expense is strong; it is not an expense, however, but an investment. The publicity obtained therefrom is an asset, a property as real as stocks or bonds, and its ownership should be maintained and guarded as strictly by our courts as that of any other personal possession.

A not unimportant lesson to be learned from this instance—which is not without parallels—is that such a property may be created by judicious advertising if based upon almost any meritorious article used by the general public. It would be interesting to see a list of things of common, every-day use that have great possibilities in this way.

—*Gregg Bozman.*

"Very fine child, sir. I congratulate you. I don't hesitate to say that it is one of the largest babies I have ever seen." "Make it the largest, doctor. Don't mind me—I'm an affidavit editor myself." —*Brooklyn Life.*



# *The Class of People*

*you desire to  
reach  
are those to be found  
through  
advertising in*

# *The Sun*

*New York*

# The @ @ Jackson (Michigan) Patriot

MORNING,  
EVENING,  
SUNDAY, AND  
TWICE-A-WEEK.

## ... Features:

**THE MORNING PATRIOT** is the only morning newspaper within a fine agricultural territory of 75 miles east or west, 100 miles north, and 175 miles south. Only morning newspaper known employing mounted carriers to deliver its papers to farmers. Routes established in January, 1890, and every available farm house within a radius of seven miles enjoys its appearance each morning at the breakfast table. Has exclusive morning Associated Press franchise.

**THE EVENING PATRIOT** is not an EDITION of any other newspaper. It's a bright, newsy, 4-page, independent newspaper. It guarantees advertisers the largest paid for evening circulation in this territory. Associated Press franchise.

**THE WEEKLY PATRIOT**, founded in 1844, is a household favorite in this county and the townships subordinate. Issued twice-a-week.

You will find America's best advertisers represented in our papers. They use our columns with substantial success. They are safe men for you to follow.

All our papers are set with type-setting machines.

Any information regarding the above papers may be had at the home office or

H. D. LA COSTE,  
38 PARK ROW,  
NEW YORK.

SPECIAL  
NEWSPAPER  
REPRESENTATIVE.

THE MOST SUCCESSFUL NEW YORK SPECIAL AGENTS FOR THE GREATEST DAILIES OF THE COUNTRY, THE MEN WHO GO AROUND AMONG ADVERTISERS AND KNOW WHAT THEY THINK AND TALK ABOUT AND WHAT INFLUENCES THEM, ARE THE BEST CUSTOMERS OF "PRINTERS' INK."

\$9,650.

When mention was made in these columns not long since of the excellent methods that prevail in the office of Special Agent J. E. Van Doren, every reader remarked, "That is so." But when a little later Mr. Van Doren came in and contracted with the "Little Schoolmaster" for \$9,650 worth of space, to be used within a year, to announce the superlative qualities as advertising media possessed by the papers he represents, and especially by the Cincinnati, O., *Commercial Gazette*, Lincoln, Neb., *State Journal*, Mobile, Ala., *Register*, Richmond, Va., *Dispatch*, St. Paul, Minn., *Dispatch*, Minneapolis, Minn., *Tribune*, Nashville, Tenn., *American*, it became more apparent than ever before that for once PRINTERS' INK had hit the nail squarely on the head.—*Printers' Ink*, August 21, 1895.

\$10,400.

# PRINTERS

One of the first acts of Mr. Milton McRae in his new position well illustrates the acute business instinct and broad views of the man. Controlling now a daily output of three hundred and fifty thousand newspapers, he naturally intends that advertisers shall not be kept in the dark concerning their merits. And as the quickest, cheapest and most effective method of conveying the information he will wish to disseminate, he naturally turns to the advertiser's friend, guide and text-book, PRINTERS' INK. Through his New York agent, Mr. E. T. Perry, Mr. McRae has secured the control of the last page of the little schoolmaster for a full year, and pays the price demanded, the moderate sum of ten thousand four hundred dollars, with that cheerful satisfaction which a business man always feels when acquiring what he knows is worth the price, and cannot be had for less.—*Printers' Ink*, August 7, 1895.

\$12,300.

Notwithstanding the great results that were apparently derived therefrom, it remains a fact that Mr. S. C. Beckwith's advertising in PRINTERS' INK between July 4, 1894, and June 26, 1895, inclusive, only amounted to one hundred and twenty-three pages, and, as he never cares to pay for special positions, the total cost was only \$12,300. Mr. Beckwith has been known to indulge in that peculiar smile of his when listening to accounts of combinations among newspaper publishers—not on his list—who bind themselves not to spend any money for advertising.—*Printers' Ink*, July 31, 1895.

PRINTERS' INK, as most advertisers and many persons who are not advertisers are aware, is the authority most confidently relied upon by persons who wish to get close to the ear of the public when they have anything they want to sell. It is the oracle of the advertiser—his Bradstreet, his finger post. It is published by George P. Rowell of New York, whose name has been known a long time and far and wide as that of the most trustworthy compiler of figures regarding newspaper circulation in the world.—*The Examiner*, San Francisco, Saturday, July 13, 1895.

# Cents and Sense

are synonymous,  
because the man who  
possesses the latter  
will accumulate  
the former.

A business man can do this by

## Hitting People In the Eyes

with his announcements of what he is doing and why  
he is doing it. Don't

**Hit a Few People!  
Hit All the People!**

The most effectual way of doing that is through

## The Chicago Dispatch

By JOSEPH R. DUNLOP.

It never misses fire and its shots always count.

# Is This The Plan On Which You Place Your Advertising?

From The New York World.

## Horrible Disclosures of the In- quest Into the West Broad- way Death-Trap.

## ARCHITECT NOT A GRADUATE.

## He Confesses to Gross Negligence in the Performance of His Duties.

## THE PLANS NOT CARRIED OUT.

### Frightful Disclosures.

That Charles R. Behrens was the architect who drew the plans of the building which in its fall crushed out fifteen human lives.

That he accepted for his services a fee much below the market rate, he receiving one per cent, and the market price being five.

That, on his own admission, he neglected his duty to a surprising extent, and, although volunteering to superintend the construction of the building, he failed to do so in a proper manner.

That, in consequence, the specifications were not complied with.

Do you select the cheapest advertising agent you can find and after grinding him down to the last fraction of a per cent of profit trust the security of your advertising edifice in his hands? What wonder if collapse and ruin follow.

As a business man you know that no business can be conducted honestly and squarely except on a reasonable margin of profit. The owner of the Ireland Building succeeded in finding an architect who would do the work for one-fifth of a fair profit. Of course the architect neglected the work—among other things a concrete bed only twelve inches thick was substituted for one eighteen inches as specified in the plans.

If you want your advertising to be a success, select an agent who will give the work his most careful supervision and who will erect a structure strictly according to the plans submitted. We will take charge of your advertising and do it as cheaply as it can be done and *done well!*

Is it the better part of prudence to look for more than this?

THE GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

## A Baby With Measles

doesn't begin to be as thoroughly covered as is the city of Washington by . . . .

The Evening - -

# STAR

It goes into eighty-two and one-half per cent of all the occupied houses in the city, and it is believed that every living soul that can read and write reads the STAR at some time or other. It is the city's great "want" medium. Special attention has always been given to the matter and display of its advertisements.

It charges but seven and one-half cents per line for 10,000 lines to be used within one year.

L. R. HAMERSLY,  
New York Representative,  
49 Potter Building.

# Do Wright

.....

*TO PRINTERS: who buy of me.*

## **I WISH YOU TO WRITE TO ME.**

You have bought News Ink of me—on occasion.  
You surely do NOT buy all your News Ink of me.  
I would be glad to sell you all the News Ink you use.  
If you buy elsewhere at a lower price I cannot lower  
my price.

If you buy elsewhere on more satisfactory terms of  
payment I cannot trade with you for I must have the  
cash with the order every time.

But if price is right and terms are right, then I ought to  
have all your trade.

If you have any criticisms to make about any peculiar  
quality of my News Ink, and desire any change in it,  
I can make the change needed to suit you.

I am anxious to satisfy my customers and the price I  
collect is high enough to pay for the best Ink ever made.  
It occurs sometimes that an Ink does not exactly suit a  
pressman and he will not take the trouble to  
criticise, but will buy elsewhere even at a higher price.  
It is generally perfectly easy to remedy a difficulty if I  
am told what it is.

Do not be led to believe that any better Ink can be had  
for a better price. It is not a matter of price.

I am always willing to make my Ink just right and will  
take back any that is not so.

I want to sell you all your News Ink.

The price I charge is high enough to buy the best  
News Ink ever made.

500 lbs. for 4 cents ; 250 lbs. for 4½ cents ; 100 lbs. for  
5 cents ; 50 lbs. for 5½ cents ; 25 lbs. for 6 cents ;  
Cash with the order every time.

Do not forget me when in the market.

Address

**PRINTERS INK JONSON,**

**8 Spruce St., NEW YORK.**

Please write.

# Mr. Charles Day

of 220 William St., New York City, is a well known book and job printer and has a finely equipped plant, consisting of several large cylinder presses and innumerable small jobbers. He is a busy printer, I know, because every one employed in his place looks happy and contented.

Mr. Day is a careful business man and has a first rate rating in the mercantile agency books. He is smart enough, however, to take advantage of discounts that may be had by paying cash for material. This doubtless has been one secret of his success. He is a man of few words, but selects such as express his meaning every time.

When asked how he liked Jonson's Inks his answer was "Jonson's Inks suit me all right. I am buying from him right along." It is a fact that I have received exactly sixty-two different orders from Mr. Day, and have had but one complaint, which was really not a complaint.

It was this way: My bronze blue, which I sell for a dollar a pound (but for which others demand two dollars and a half a pound) did not exactly match the shade he desired and as a consequence I had instructions from him to make a special shade to suit. Since then everything seems to have been first rate and I count on him pretty confidently now for about half a dozen orders a week.

My Inks are guaranteed to be the best ever made since this world began. They give satisfaction every time and I buy them back in all cases where a pressman has been full over night, or any other fault is discovered.

Send for a trial order.

ADDRESS (WITH CHECK)  
PRINTERS' INK JONSON,  
8 Spruce St., New York.

# Charles Austin Bates,

1413, 1414, 1415 Vanderbilt B'ld'g, N. Y.

Plans, Advice, Writing and Illustrating for Advertisers.

It is my business to make advertising pay better. That is what I propose to do for any advertiser in America.

Is it egotistical to say that?

I think not.

You don't think a doctor egotistical when he says he can cure you. I know my trade just as a doctor knows his—only mine is a little more certain than his.

I've been trained to this business and to nothing else. I am competent to plan and advise. I don't pretend to be infallible, but I don't fail often. I hit oftener than I miss.

I have been criticised for saying that I can increase the business of any advertiser in America. But I can do it. Not by merely writing the ads, but by managing the advertising. By planning, advising, writing, illustrating—by seeing that the right ads go to the right spot—by using newspaper space when it is best for the purpose, and other methods when they are best. I am not tied to any particular kind of advertising.

Write to me about it.

Letter of advice to retailers, \$10.

Letter of advice in other lines, \$25.

Office consultation (by appointment only), 2 hours or less, \$25.

One illustrated medical ad, with electro, \$25.

Six medical ads, no illustrations, \$75.

Twelve medical ads, no illustrations, \$125.

Trade paper ads, \$5 to \$25 each.

Magazine ads, \$10 to \$50 each.

Illustrated retail ads, 13 for \$20.

## THE PRIZE ADVERTISEMENT.

### FOURTH WEEK.

In the fourth week of the competition for the PRINTERS' INK Vase, thirty-two advertisements were received in time for consideration and report in this issue of PRINTERS' INK. The week was notable for bringing the largest proportion of good advertisements, over one-third of them being of unusual excellence. Of all these the one here reproduced is thought to be the best :

### Acquire Advertising Knowledge

As knowledge in every other pursuit is acquired—by looking up authorities on the subject, reading what they have to say and studying the proposition. Begin by thinking where to find this wisdom and end by realizing that the brightest thoughts on advertising, based on the experience of the best and most successful advertisers and advertising experts in the country, are contained in, and can be had

### By Reading Printer's Ink

the "Little Schoolmaster" in and the authority on the Art of Advertising, the subscription of which will be \$6.00 per year after Dec. 31, 1896, but can be had now for \$2.00 for one year or \$10.00 for five years, by sending to Gvo. P. ROWELL & Co., 10 Spruce Street, New York.

This advertisement was written by Mr. Solomon Neumann, of San Bernardino, Cal., and appeared in the *Daily Times-Index*, of San Bernardino, Cal., of August 7. In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK from date of presentation to January 1, 1901, the beginning of the twentieth century, has been sent to Mr. Neumann, and a second coupon of the same class was also sent to the advertising manager of the *Times-Index*.

Mr. Neumann's advertisement will be placed on file and have further consideration December next, as promised in the terms of the competition set forth in the 76-page pamphlet prepared for the purpose of fully conveying the particulars and conditions of the competition for the PRINTERS' INK Vase. The pamphlet will be sent to any address on application.

The thirty-one unsuccessful competitors passed upon this week each received a coupon good for one year's subscription to PRINTERS' INK, and have to be content with this very moderate compensation for the effort put forth. Each one, however, may find satisfaction in knowing that, although he failed to take first place this week, nearly twenty more opportunities are still open to him, if he chooses to repeat his effort.

So much interest is already awakened in this contest as to make it quite apparent that the twelve who finally come out ahead in the competition will have no reason to regret that ability to write a good advertisement had been acquired and put in practice.

An advertisement written and set up by the Lotus Press is here repro-

duced as being next in merit to the ad that was considered best this week. It was published in the *Pharmaceutical Era*, New York, issue of August 8, and in typographical appearance probably excels all ads thus far sent in. The reading matter is also unchallenged; but, taken all in all, it does not equal that of Mr. Neumann as an all-around good advertisement.

Regarding the letter of the Lotus

Press and the advertisement of Mr. B. M. Moses, reproduced in our last issue, the *Bayonne Democrat*, of Bayonne, N. J., writes to say that it will give to Mr. Moses space for the insertion of three 5-inch single column ads, and to the Lotus Press people space for one 3-inch single column ad. It concludes by saying that if either want the vase, here is the opportunity, and that it (the *Bayonne Democrat*) wants that full-page ad in PRINTERS' INK "worse than anything else on earth." The Lotus Press also writes to say that it has received offers from the Red Bank *Register* and *Parlor and Lodge*, both New Jersey publications, offering to insert ads if electros are furnished; that it will try to get up something effective, and in case of the receipt of more offers than can be conveniently handled, will turn them over to PRINTERS' INK to be used by some one else.

Mr. Eder B. Cole, whose ad was thrown out of the August 14 competition because he failed to send a copy of the *New Jersey Contractor and Real Estate Bulletin*, in which the ad appeared, no such paper appearing in the American Newspaper Directory, makes the following appeal against its exclusion: He says he mailed a copy of the paper, can produce witnesses to prove the fact, and that, moreover, the conditions do not call for the receipt of a copy of the paper by the editor of PRINTERS' INK; only that it be mailed by the competitor. He further remarks that the conditions do not call for the advertisement to be placed only in the papers appearing in the American Newspaper Directory. The editor of PRINTERS' INK has been shown a copy of the paper in which the ad appeared, and in view of Mr. Cole's well-taken points, the same advertisement was again put in competition for the fourth week, but owing to the excellence of its competitors failed to be awarded first place.

AN advertisement has character just the same as an individual. One has only to look into the face of a man to ascertain whether he is industrious, honest, kind, or gruff, indolent and trifling. The face is a great tell-tale. In pretty much the same way, the phraseology and display of an advertisement gives it that subtle something best defined perhaps by calling it character.—*Dry Goods Reporter*.

THE men who advertise the most  
Are popular from coast to coast.  
Those who have never advertised  
Are neither known nor recognized!

## WHICH IS CHEAPER?

FIVE DOLLARS A LINE FOR EACH ISSUE IN ONE PAPER MAY BE CHEAPER THAN \$15 A COLUMN FOR A YEAR IN ANOTHER—ADVERTISING AGENTS KNOW THIS, BUT, FORTUNATELY FOR THE PUBLISHERS OF LITTLE PAPERS, ADVERT. SERS ARE SLOW TO LEARN THE INTERESTING FACT.

The beginner in advertising finds it difficult to realize that one paper may insert a column a year for \$15 and not be worth it, while another paper may charge \$70 an inch for one insertion and produce profitable results, and, furthermore, that the rate for presenting an inch of space to every reader's eye may be less in the paper that charges \$70 an inch for each insertion than in the other that inserts a column a whole year for \$15. In the \$70-an-inch paper the result is immediate. In the \$15-a-column paper a year is wasted in waiting to learn that the result is not much.

Although the above assertion seems at first glance to be preposterous, yet its truth is easily demonstrated. Fifteen dollars for a column a year would be considered a ruinously low price in any paper, yet there are thousands of papers (two or three thousand at least) in the United States whose regular issues do not exceed 250 copies a week. Multiply 250 by 52, the number of weeks in a year, and we find that the total issue of such a paper would be 13,000 copies, and if we suppose the column to be twenty inches long, it would be equivalent to 260,000 inches in one paper, or one inch in 260,000 papers.

The writer has now in mind the Vickery & Hill combination at Augusta, Maine, which publishes regularly a million and a half copies every issue and charges \$70 an inch for inserting a one-inch advertisement one time. If we divide a million and a half by 260,000, we find that it will go more than five times. If we divide seventy by fifteen, we find that it will not go so many as five times.

If the reader has followed the calculation, he will observe that the case is made out.

These are the sort of puzzles with which the business training of an advertising agent makes him competent to deal.

## THE FARM AND THE FARMER.

NEWSPAPERS AND PERIODICALS DEVOTED TO AGRICULTURE, DAIRYING, LIVE STOCK, HORTICULTURE, FLORICULTURE AND IRRIGATION.

The last census shows that in 1890 there were in the United States 4,564,641 farms, containing an average of 137 acres each. They were valued at \$13,279,252,649; the agricultural implements and machinery thereon at \$494,247,467, and the live stock at \$2,208,767,573—making a grand total investment of \$15,982,267,689, with an annual product worth \$2,460,107,454.

To reach farmers and their families the agricultural newspapers are of first importance. As shown in the American Newspaper Directory, there are 173 of them, with an aggregate circulation each issue of 3,053,457.

The following is a complete list of all agricultural newspapers reported in the American Newspaper Directory for 1895, with a circulation each issue of more than 10,000 copies. All the circulation ratings to which an asterisk is prefixed are guaranteed by the Directory to be absolutely correct. Those not so marked are not guaranteed. Their publishers making no definite report, they appear in the Directory with an *estimated* rating expressed by letters indicating that they are believed to have the minimum circulation for which the letters stand. In the following lists the minimum figures are substituted for the letters:

## Weeklies.

Milwaukee, Wis.	Der Haus und Bauern Freund,	*85,160
New York, N. Y.	American Agriculturist,	40,000
Cleveland, Ohio	Practical Farmer,	40,000
Pittsburg, Pa.	Nat'l Stockman and Farmer,	40,000
Kansas City, Mo.	Journal and Agriculturist,	*38,400
Milwaukee, Wis.	Deutsche Warte,	*35,192
Chicago, Ill.	Farmers' Voice,	30,000
	Farm, Field and Fireside,	20,000
	Orange Judd Farmer,	20,000
Indianapolis, Ind.	Tribune, Indiana Farmer,	20,000
Des Moines, Iowa	Homestead,	20,000
St. Louis, Mo.	Journal of Agriculture,	20,000
New York, N. Y.	Rural New Yorker,	20,000
Cincinnati, Ohio	American Grange Bulletin,	20,000
Dayton, Ohio	Farmers' Home,	20,000
Philadelphia, Pa.	Practical Farmer,	20,000
Dallas, Tex.	Farm and Ranch,	20,000
Fort Atkinson, Wis.	Hoard's Dairyman,	*29,068

Chicago, Ill.	Farmers' Review,	17,500
Quincy Ill.	Farmers' Call,	17,500
Topeka, Kan.	Advocate,	17,500
Boston, Mass.	American Cultivator,	17,500
Springfield, Mass.	N. E. Homestead,	17,500
St. Louis, Mo.	Colman's Rural World,	17,500
Manchester, N. H.	Mirror and Farmer,	17,500
Dallas, Tex.	Farmer,	17,500
Milwaukee, Wis.	Acker,	17,500
Detroit, Mich.	Farmer,	*14,284
Albany, N. Y.	Cultivator,	13,500

## Semi-Monthlies.

Springfield, Ohio	Farm and Fireside,	*379,516
Springfield, Mass.	Farm and Home,	*251,116
Louisville, Ky.	Home and Farm,	*77,225
Racine, Wis.	Agriculturist,	*25,625
Chicago, Ill.	American Farmer,	*21,706
Atlanta, Ga.	Southern Farm,	20,000
Moline, Ill.	Western Plowman,	17,500
Huntington, Ind.	Farmers' Guide,	17,500
Chicago, Ill.	Western Agriculturist,	*15,000
Des Moines, Iowa	Live Stock and Western Farm Journal,	12,500
Omaha, Neb.	Cultivator,	12,500
Aberdeen, S. D.	Farmer,	12,500

## Monthlies.

New York, N. Y.	Metropolitan and Rural Home,	*500,000
Philadelphia, Pa.	Farm Journal,	*350,000
Springfield, Ohio	Farm News,	*160,916
Washington, D. C.	Amer'n Farmer,	75,000
Indianapolis, Ind.	Agricultural Epitomist,	75,000
South Bend, Ind.	Clover Leaf,	*53,716
Athens, Ga.	South'n Farmer,	*31,500
Atlanta, Ga.	Southern Cultivator,	20,000
Chicago, Ill.	Am. Swineherd,	20,000
Augusta, Me.	National Farmer,	*20,000
Kansas City, Mo.	Mo. and Kan. Farmer,	*12,500
St. Louis, Mo.	Home, Factory and Farm,	12,500
Cincinnati, Ohio	Am. Rural Criterion,	12,500
Kansas City, Mo.	Nat'l Thresherman,	*10,000

The 31 weeklies enumerated above give about the same circulation to an advertiser as the 12 semi-monthlies which follow them, while the fourteen monthlies have an average circulation fifty per cent greater than that of the semi-monthlies, and the 57 combined print 2,735,924 copies, leaving for the remaining 116 agricultural publications a total issue of only 317,533.

Comparatively few publishers of agricultural papers are willing to let their exact circulation be known. Of the 173 newspapers of this class, only 40 are rated from publishers' statements; the circulation of the remaining 133 is estimated, and the "estimated" circulations accorded are probably quite

high enough, whatever else may be said of them.

This reticence about disclosing the facts is a pretty reliable indication that at the present time the agricultural papers do not print such great editions as is generally supposed. While the public believes a paper to sell more copies than it does, the publisher is not likely to be specially active in his efforts to underrate it.

In British North America 17 papers are catalogued in this class, with a combined circulation of 72,695. The following is a complete list of those with a circulation of more than 10,000:

**Weekly.**

Toronto, Ont. .... Farm and Fireside, 17,500

**Semi-Monthly.**

London, Ont. .... Farmers' Advocate, \*20,250

**LIVE STOCK.**

There are 145 publications devoted wholly or in part to live stock. Their combined circulation is 555,629. A complete list of all given in the Directory a circulation of more than 10,000 each issue is as follows:

**Dailies.**

Chicago, Ill. .... Drovers' Journal, 20,000  
Kansas City, Mo. .... Drovers' Teleg'm, \*13,564

**Weeklies.**

Pittsburg, Pa. .... Nat'l Stockman, 40,000  
Indianapolis, Ind. .... Western Horseman, \*17,500

St. Louis, Mo. .... Colman's Rural World, 17,500

Chicago, Ill. .... Drovers' Journal, 12,500  
Breeders' Gazette, 12,500

New York, N. Y. .... Spirit of the Times, 12,500

**Semi-Monthlies.**

Boston, Mass. .... Farm Poultry, \*29,722  
Huntington, Ind. .... Farmers' Guide, 17,500

Chicago, Ill. .... West'n Ag'l'st and Live Stock J'n'l, \*15,000

Des Moines, Iowa. .... Live Stock and Western Farm Journal, 12,500

Omaha, Neb. .... Cultivator, 12,500  
Medina, Ohio. .... Gleanings in Bee Culture, \*10,125

**Monthlies.**

Chicago, Ill. .... Am. Swineherd, 30,000  
St. Louis, Mo. .... Home, Factory and Farm and Live Stock J'n'l, 12,500

The sixteen publications enumerated above print about as many copies as the remaining 129 of smaller circulation.

In British North America there are eight papers in this class, with a combined circulation each issue of 13,800.

**HORTICULTURE AND FLORICULTURE.**

Forty-three publications are given

in this classification. Their combined circulation is 422,341, and those accorded a circulation of 10,000 and over are as follows:

**Semi-Monthly.**

New York, N. Y. .... Am. Gardening, 17,500

**Monthlies.**

Libonia, Pa. .... Park's Floral Magazine, \*122,416

Floral Park, N. Y. .... Mayflower, 75,000  
Rochester, N. Y. .... Vick's Ill. Magazine, 75,000

West Grove, Pa. .... Success with Flowers, 40,000

Rochester, N. Y. .... Green's Fruit Grower, 80,000

Springfield, Mass. .... Amateur Gardening, 12,500

**Quarterly.**

Salisbury, Md. .... Strawberry Culturist, \*10,000

These eight combined show a circulation of 372,416, leaving only 49,925 for the remaining 35.

**IRRIGATION.**

Seven publications, four in Kansas and one each in Florida, Illinois and Indiana, are devoted to irrigation. They are all issued monthly, and one only is rated with a circulation of as much as 1,000, viz.:

Chicago, Ill. .... Irrigation Age, 7,500

**THE CIGARETTE GIRL.**

A young gentleman in Detroit recently purchased a package of a patent medicinal cigarette for throat diseases, and on opening the package found on the inside, written in pencil on the inside of the box and on the circular of particulars, the name and address of a young woman in Grand Rapids.

"Ah! Here is a chance for a little sport," thought he, and he at once wrote the young woman, who was, he thought, an employee of the cigarette manufacturers, and wished to make a chance acquaintance through the medium of the cigarettes. The answer came promptly enough, and, instead of the expected illiterate scrawl of an ignorant person, the missive showed that the writer was a person of intelligence and fairly well educated. It was a cleverly constructed letter, but it was evident that the accidental finding of the name in the package was something that occurred to many a purchaser, who, of course, wrote to the party of cigarette fame and struck up a correspondence.

"I hope the cigarettes did you lots of good," the maiden wrote. "We have heard from a great many gentlemen who have used them, and find that they are a most excellent remedy," etc.

The answer to the fair schemer's attempt to get from the Detroit young man a recommendation of the patent remedy has not reached Grand Rapids, and probably never will.—*Detroit News*.

**"SLAUGHTER."**

We will be obliged if some kind reader will tell us wherein is the pertinency of the word "slaughter," in connection with even a genuine reduction of prices.—*Mercantile Journal*.

## MORE ABOUT CIRCULATIONS.

I don't know who Mr. John C. Graham is. Perhaps he is some great authority on things newspaperish that will disdainfully say, as he listens to my timid voice: "Tut, tut, young man, run along and play." But "fools enter where wise men fear to tread," so I am going to disagree with some of the statements he made in his article, "About Circulations," that appeared in *PRINTERS' INK* of July 24. To give an abridged quotation, he said:

"Newspapers that have several editions during the day and 'bunch' their circulation, want careful watching. The actual circulation of all the editions is no evidence of the *correct* circulation. \* \* \* The writer frequently buys a morning *World*, and four copies of the *Evening World*, in different editions. \* \* \* My purchase is counted five times over!—thousands do the same as I do. \* \* \* It might be claimed that, inasmuch as I read five copies of the paper, I should see any ad therein five times, which would have five times the effect of one reading. To which I answer that if I saw a hat advertised in the *World*, I would not purchase five hats because I read the ad five times.

"If a paper prints 50,000 copies and sells 21,300, its correct circulation is 21,300—no more, no less."

Publishers don't claim that every copy of their paper will reach an entirely different individual, and that the same person will never see a copy of the paper again. Such a claim would bring very few advertisements. *PRINTERS' INK* practically reaches the same people week after week, yet I don't advertise in one number, and then stop, because its readers have been my ad—the fact that it *does* reach the same people over and over again stimulates me to continue advertising.

To follow the same line of argument, I consider that the fifth copy of the *World* that Mr. Graham bought was of more value to the *World's* advertisers than was the first; for he sees that hat ad he spoke about for the fifth time that day; so he says to himself: "There's that blamed hat again; I'll just step around there and get a new straw. This is the fifth time to-day they have told me this one is looking done up, and, by Jove, I believe they are about right."

Then again, the number of copies a

paper prints does not cut any figure with Mr. Graham—he must needs hang around and count the sales. If the publisher honestly tells the advertiser the number of copies he prints, then he is possessed of information that rarely reaches an advertiser, and he should be well satisfied, and able to judge for himself of what becomes of the copies.

I am prepared to dodge the bricks when I say that I don't believe one paper in every five thousand ever told the truth about circulation before the American Newspaper Directory inaugurated the plan of guaranteeing its circulation ratings. Several years ago, in the buoyancy of youth, I published, together with another young man who was afflicted with the same complaint, a weekly paper. We had a circulation of three thousand copies a week, which was big for a paper of its class; but it dwindled into utter insignificance when compared to the imaginative powers of our competitors; so we played the same game, and imagined we had a circulation of ten thousand copies. The story was believed, partly on account of the prosperous look of the sheet, and partly owing to the good-natured ability of my partner as an expert liar. Intoxicated with success, we dreamed that our circulation was twenty thousand copies, and promptly doubled the advertising rates. In the midst of our glory, along came a request from the editor of the American Newspaper Directory for our circulation rating, together with a circular descriptive of the workings of their plan of guaranteeing their circulation ratings. Of course, we evaded a direct statement, but we sent in a pretty big "bluff," and continued on our merry way. In due time the Directory was published, giving us a rating of three thousand copies! I do not know how he figured it out, but he had it correct to a copy. From that time on I have had a great respect for the editor of the Directory, and what he says is near enough to the truth to satisfy me.

So, Mr. Graham, again I say, if you really find out how many copies a paper prints, you are lucky, and need not waste your time hustling around to find out what becomes of them. You can depend upon it that every copy will do the advertiser some good. Publishers don't pay big paper bills for the fun of seeing the wheels of the printing press go around. W. CHANDLER STEWART.

## A MANLY LETTER.

"I FEEL LIKE NOW STATING THE FULL TRUTH."

SAN FRANCISCO, Aug. 13, 1895.

*Editor of PRINTERS' INK:*

DEAR SIR—I have read with interest your edition for July. The article on page 28 with reference to the circulation of the San Francisco dailies is quite interesting. The article is not signed, and I have no means of knowing its author. It has been suggested by several parties that I wrote the article, and it is principally for the purpose of denying the truth of that statement that I write you at this time. If I had been the author, my name would have appeared as such. There are other very good reasons why I did not write the article. At a matter of fact, I do not know the circulation of either or of any of the papers mentioned in the article, with the exception of the San Jose *Mercury* and the San Francisco *Call*. If I were to give my judgment, however, I would say that an injustice has been done several of the papers, but think it unnecessary to go into particulars with other than the morning papers. I understand that the former managers of the *Call* were proven to have made false statements regarding its circulation. It is a fact, I believe, that the proprietors of the American Newspaper Directory paid \$100 as a forfeit when the fact was established that the *Call* had claimed a larger circulation than it actually had. I do not know what they claimed at the time the falsity of their report was proven, but I feel like now stating the full truth regarding the *Call* when I took charge of it and also at the present writing.

On January 8, 1895, I bought the *Call*, and paid therefor to the Circuit Judge of this District the sum of \$360,000, spot cash. After carefully checking over the subscription list I found 23,000 papers as its total paid circulation. Since that time many improvements have been made in the paper, and the circulation has advanced at a rate which may be considered by some as remarkable. We have now 41,000 actual subscribers, but I would like to ask PRINTERS' INK, just at this point, in what style of language I am to make that statement in order to have it believed. Everybody believes that PRINTERS' INK told the truth when it announced that the *Call* had formerly made a lying statement. What can be done to establish, beyond any question, the absolute truth of the *Call*'s present circulation? True, the same parties that made the statement then do not make the present statement. Before hearing from you I would like to suggest a number of ways whereby the truth of this statement might be made apparent to all. In the first place, nearly every intelligent publisher knows what the capacity of a Hoe Quadruple Press is. I think it will generally be conceded that it is from 30,000 to 35,000 on a morning paper. It is, therefore, very plain that a circulation of from 50,000 to 60,000 could not be printed on one Quadruple Hoe Press. We have printed as high as 40,000 by going to press early and running quite late. The new manager of the *Call*, therefore, found it necessary to purchase another Quadruple Hoe Press. They are both running now every morning, and naturally give us a press capacity of from 60,000 to 70,000. It is therefore very apparent that we have the circulation which we claim, and, in fact, more. I am willing to pay the expense of a committee appointed by the American

Newspaper Directory to make a thorough investigation of our books and press-room. I will give the name of every agent, the number of papers regularly sent each day; will show the amount charged for same, also the receipt of the money as shown by the cash-book, as shown by our bank-book, and will furnish sworn statement from every agent. I will have statement made by the paper house as to number of pounds of paper purchased each day. I will show the amount of money paid to the post-office. I will permit the committee to be present and weigh the paper before it goes into the presses. I will furnish, also, the name of every subscriber who gets the paper direct from mailing-room. I will show the daily record from January 8, giving the name of every new subscriber and the address; also the name of every person who stopped the paper. I will have an affidavit prepared and have the same signed and sworn to by the business manager, the pressman, the mailing clerk, the manager of the firm which furnishes us paper, and I will, also, myself take oath to the absolute truthfulness of each and every statement. I think it only right that the American Newspaper Directory should in some way be compensated for the one hundred dollars which they were forced to pay for the false statements heretofore issued by the *Call*, and I will be most happy to return the \$100 in the event that any of the statements or claims now made by the *Call* may be proven false in any particular. The above propositions, it would seem to me, if properly investigated, should prove and would prove the truth regarding the *Call*'s present circulation; but, in all probability, sufficient interest will not be felt by the American Newspaper Directory or other interested party to make the investigation. I should not be surprised if there still remained a great many people who will refuse to accept the truthfulness of my statement. This is the just penalty for having come into possession of a property about which bare-faced and lying statements had been made, but I think I can in some way make the truth apparent to all. This I shall try to do. In your article above mentioned you say: "In regard to the morning papers, the circulations are given at too great a figure. The *Examiner* is, of course, in the lead, and since the San Francisco *Call* has changed hands, it is a fair second, and the *Chronicle* is third." Now, as to the figures and the truth, the *Examiner* makes sworn statement to having actual paid circulation of 75,000 copies daily, and the average for some months even more. The *Chronicle* has a standing head-line which reads: "Daily Average Circulation Over 68,000." I am in possession of no facts to warrant me in questioning the truthfulness of these statements. It will, therefore, appear very plain that the *Call* is not second in the race and the *Chronicle*'s is not third. This is purely a "Kindergarten" proposition. I do not wish to deny any statement made by any of the morning papers. What I want is simply to have advertisers generally to understand and accept the truth regarding the *Call*. The *Call* is gaining daily, and its prospects of having a much larger circulation are very good indeed.

While it may not prove anything, it is yet an interesting fact to state that a new building will soon be erected for the *Call* just across the street from the *Chronicle* building. It is not an exaggeration to say that this structure will be one of the finest occupied by any newspaper on this planet. The old buildings on the site are now being re-

moved, and, by the time this reaches PRINTERS' INK, the new building will have been commenced. The plans are now completed. The height of the building will be fifteen stories, surmounted by a magnificent dome. If for no other purpose, this may be considered as some little evidence of the confidence reposed by capitalists in the permanency and stability of the *Call*. To conclude: I do not believe it pays to lie about circulation. I think the damage done to the *Call* would amount to several hundred thousand dollars, and I am willing to use every honorable means, with PRINTERS' INK and other reliable journals, to help me in placing the *Call* in its true light before the people east of the Rocky Mountains.

Yours very truly,  
CHAS. M. SHORTRIDGE.

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BUCKEYE STATE ODDITIES.

DAYTON, Ohio, Aug. 17, 1895.

*Editor of PRINTERS' INK:*

A druggist of this city has introduced a new feature in his business, his dodgers bearing the following:

"Ice Cream Soda and Lunch, 5 cts."

A free lunch counter thus placed is, no doubt, a rival to the saloons, is a novelty here, but is appreciated, nevertheless.

Advertising has been placed in the Dayton street cars lately. Here is one of the brightest things observed so far:

"Don't talk to the motorman, for he will only tell you to go to Jewell & Binson's for paints, machine oils, and painters' supplies."

There comes to the writer each month a calendar card from the Acme White Lead and Color Works, of Detroit. The cards give each month some new example of advertising ingenuity. For example, "A man is not necessarily a blockhead," has a small block of wood on which is drawn a man's face for the head of a man's figure. "Put this"—a small bunch of smoking tobacco—"in your pipe and smoke it, and reflect upon our paints, etc." Some good railroad show-bill advertising has been observed lately: The Big Four's "Our heaven-born banner," advertising the G. A. R. encampment, is really a work of art, showing the American flag outlined in sky phenomena, while the Texas Pacific's "Beauty on Wheels" attracts attention anywhere. The latter illustrates the handsome figure of a girl coasting on a bicycle in regulation bloomers costume. The expression, "A Beauty on Wheels Always Catches the Crowd," is then made to apply to the new palatial train recently put on the road.

A show appearing here recently advertised itself as, "A good thing that requires no pushing."

Yours truly,  
GEO. E. KIDD.

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HE THINKS IT A GREAT IDEA.

DAYTON, Ohio, Aug. 17, 1895.

*Editor of PRINTERS' INK:*

Restaurant advertising has been mentioned lately in PRINTERS' INK. Please allow a suggestion. The best of such advertising is devised, as has been stated, from customers who gladly tell their friends it is a good place. Would it not be a good plan to get testimonials from the best customers, or print a list of the most prominent ones? "If it's good for him it's good for me," would be the point, and it might be made to tell.

GEO. E. KIDD.

BARGAIN DAY IN BUFFALO.

BUFFALO, N. Y., Aug. 20, 1895.

*Editor of PRINTERS' INK:*

This city has inaugurated an idea that might be used to advantage in other places. It is the making of Friday a general bargain day. The dry goods establishments started it, but now nearly every store in the central part of the city has fallen in line and offers extra inducements to shoppers for that day. Even the meat markets reduce prices on steaks and roasts and the grocers sell a little cheaper on that one day of the week. At Faxon's, the Yerkes of Buffalo, on a Friday you can buy soda crackers at 5c. a pound; other days they are 6c.; this is not much of a reduction; but it is a fact that the few pennies to be saved on purchases on this day fill the streets with buyers who would otherwise wait until Saturday and overcrowd the stores, as our country cousins seem to have set apart the last day of the week to come to town, and, with the army of laborers, who receive their pay on Saturdays, fill the stores to overflowing.

The drug stores liberally distribute coupons reading: "This with 3c. entitles any lady or child to a glass of ice cream soda on Friday"—a discount of 3c. glass—but several druggists have told me that generally enough other purchases are made to make up for this concession.

The clothiers either pretend to or do give the biggest bargains on these days. One of them advertises  $\frac{1}{2}$  off on all Friday's sales, and they vie with one another in presenting handsome souvenirs to the ladies and toys and tricks to the children. A leading clothing dealer asserts that nearly one-half of the boys' suits sold in the city are purchased on the day of the week that Robinson Crusoe made memorable.

A concern in Buffalo, who style themselves purveyors to the public, have hit on an excellent method, I think, of announcing bargains. They head their advertisements, "Snap for this week," and take but one article at a time, and fill their show windows with it. One week they have claret at twenty-five cents a quart bottle for the "snap." Another week a box of fifty cigars for a dollar, and so on. They have got the populace so used to this weekly offering that people go out of their way to see what the "snap" is for the week.

MARGIE.

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AN EMPIRE STATE CURIOSITY.

ALBION, N. Y., Aug. 20, 1895.

*Editor of PRINTERS' INK:*

I inclose you a card given me by a barber in a small town in Niagara County, this State.

F. W. PALMER,

FACIAL OPERATOR.

PHYSIognomical HAIR DRESSER,  
CRANIUM MANIPULATOR,  
CAPILLARY ABRIDGER.

WITH L. D. LEVAN, WILSON, N. Y.

L. M. SPAULDING.

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THE REASON.

*Editor of PRINTERS' INK:*

The writer recently asked a Kingston, N. Y., hatter why he stopped advertising. He replied: "I've advertised for twelve years, and found it a waste of money." It was no wonder, either, as he had not changed his ad in all that time.

F. W. DECKER.

## TWO CURIOSITIES.

Editor of PRINTERS' INK:

I inclose two clippings of curious ads that

**FOR SALE.**—A fox terrier pup, one week old, & bited. It has but one forward leg, three legs in all and is quite a curiosity. Inquire of L. P. E. DERRAGASS, 136 9th Street, Troy.—*Oneida, N. Y. Republican.*

## A FUNNY STORY.

George and John Westinghouse,

The multi-millionaires, enjoy telling how Rogers, the grainer, deceived their father, Mr. Westinghouse had a very elaborate mantel-piece built in his dining-room. Strict orders were given to the architect to see that the wood was free from every imperfection, especially knots. Rogers grained it—*One Oak*—making the knots so perfect that the old gentleman was completely deceived. Putting on his glasses to examine it thoroughly, he exclaimed: "There! Look at them damn knots! Aft'r all my instructions to the architect." John and George stood by and laughed till their sides ached. The old gentleman never heard the end of that story, and in fact, he came to enjoy telling it himself. John or George will vouch for the truth of this.

## ROGERS

. . . is One of the Best Grainers and . . .  
Painters in the State.

His work can be seen at the Union School and other buildings in town. Only good work solicited. Drop me a postal and I will call.

BOX 645, Sandy Hill, N. Y.

may be of interest. A. J. MISTER.

## NO COLLECTION ; NO PAYMENT.

"THE MANDAN PIONEER,"  
R. M. Tuttle, Manager.

MANDAN, North Dakota, Aug. 16, 1895.

Editor of PRINTERS' INK:

A short time ago I received a proposition for advertising from a San Francisco agent, L. P. Fisher, and at the bottom of the communication was the following:

"Usual commission charged in all cases, unless otherwise specified. I cannot guarantee payment of the above contract; I am satisfied that the advertiser is good and will pay, and I will, of course, make every effort to collect when due."

As I stamped it "Refused," and put it with my answered letters, I wondered whether this agent was able to secure any advertising whatever with such a clause at the bottom of his contracts. Sure enough, my exchanges are coming in with his advertisement, which, by the way, has the disadvantage of being one of the kind that illustrates the "before taking" and "after taking" kind of medicine. With many advertising agents it is hard enough to get your pay when due. What shall be said of the newspaper that is willing to give the agent a chance to crawl out of paying beneath the shelter of such a clause as the above?

Yours truly, R. M. TUTTLE.

## TOBACCO AND WHISKY.

Editor of PRINTERS' INK:

The ways and means employed to gain favor for special brands of cigars and liquors are as diversified as the ingenuity of man. They are lines that can be pushed into popularity, by advertising, probably as quick as any other article that can be mentioned.

One of the most laughable instances that ever convulsed a city was not long ago sprung on the staid city of Buffalo. A large wholesale liquor house, wishing to instantaneously place on the market their new brand of Black Cat Whisky, advertised for 1,000 black cats, and it is not hard to imagine the results and consequences when this feline family was turned loose, each tagged with a little brown jug.

About the best plan that ever came under observation for popularizing a sour mash was in the case of Cornell Rye. The proprietors offered a handsome present to all parents who named their babies "Cornell." The scheme took well; the whisky is known all over, and is drunk in several States, and over one hundred youngsters now bear the name.

If any one ever hesitates whether to advertise or not, he should study the little story of the "dudish," but deadly, cigarette. Only a few years ago it was an unknown quantity, but through advertising, and advertising alone, there was sold in the last fiscal year 3,333,845,560 of them. Its production is now only one-fifth behind the cigar production, and in a year or two may actually over-reach it. All brought about by the liberal use of printers' ink.

PASTIME.

## MENTIONING THE PUBLICATION.

Office of  
JACKSON VENTILATING GRATES,  
50 Beekman Street.  
NEW YORK, August 17, 1895.

Editor of PRINTERS' INK:

There has been a great deal of speculation and discussion as to the number of people who, in answering ads, mention the publication in which the ad was seen. As we have made some experiments to prove actual returns, and see how far we can trace them, I submit the results to your readers. A series of ads was placed in *Harper's*—the business address being inserted as "52 Beekman," instead of the real number—50. This address gives, of course, indication of all inquiries from this publication. We have for some years relied on an index letter in connection with the catalogue—in the case of *Harper's* suggesting "Catalogue A"—while other magazines call for "Catalogue B," etc. We find that of one hundred inquiries from *Harper's*, thirty-two per cent mention the medium by name, forty-one per cent call for "Catalogue A." As some of above are duplicated, i. e., mention the medium and index letter as well, only fifty-eight per cent mention either one. Thus it will be seen that about one-third of those who reply mention the medium.

Of the inquirers eighty per cent were men, and only one-quarter of these mentioned *Harper's*—showing that women, far more than men, suggest the publication.

Very truly yours,

EDWIN A. JACKSON & BRO.,  
J. J. Jackson, Adv. Mgr.

THE average reader of the home newspaper can save many times its price in the course of a year by carefully reading the advertisements of live business men. By this we mean that the reader can save money by watching for quoted bargains in the very goods he must have. Try it and see if the statement is correct. If it is, "hard times" is no excuse for not taking a home paper, for it is saving you money when you need it most.—*Leipzig (O.) Tribune.*

## AN OBSOLETE USAGE.

Office of the  
CHARLES A. VOGELER COMPANY.  
BALTIMORE, Md., Aug. 20, 1895.

MESSRS. PUBLISHERS PRINTERS' INK, NEW  
YORK, N. Y.:

GENTLEMEN.—We are in receipt of your postal of recent date, advising us that our subscription expires with current issue. In reply beg to say that there must be some mistake about this, as we subscribed to the American Newspaper Directory of this year, and we understand that this entitles us to another year's subscription to your publication. Very respectfully,

THE CHARLES A. VOGELER CO.  
Saudlan.

NEW YORK, Aug. 21, 1895.  
The Charles A. Vogeler Company, Baltimore, Md.:

GENTLEMEN.—Your postal card of August 20 says: "We subscribed for the American Newspaper Directory for this year, and we understand that this entitles us to another year's subscription to PRINTERS' INK." This is not the case. We at one time offered to give a year's subscription to PRINTERS' INK to every purchaser of the Directory, but the postmaster-general says that such a course is wicked and illegal, and out of respect to his opinion it was abandoned in the year 1892. By special favor of the present administration, however, we are still able to receive your subscription at \$2 a year if sent in before December 31, and at \$5 a year after that date; and by direction of Mr. Cleveland's present postmaster-general we are also permitted to accept \$10 for five years' advance payment from any person whose financial arrangements are such as to make it convenient to pay out so much money at one time.

Hoping to be favored with your subscription, we are, your obedient servants,

PRINTERS' INK.

## BLUNDERS OF BRIGHT ADVERTISERS.

How woefully they do miss it sometimes. And our enjoyment of their blunders is in proportion to the measure of their general success at other times.

One of the most successful druggists in Philadelphia, whose advertisements always close with the catch-line, "Get it at Evans'" recently perpetrated the following. His blunder came from attaching, in a mechanical way, no doubt, his stereotyped line to the daily changed ad—but what a funny result:

"You may know a good brush when you see it; but do you know a poor one?"

"Get it at Evans'."

A Kingston, N. Y., merchant is still more delightfully "mixed" in his presentation:

"A shabby hat or rusty shoes don't improve a man's looks. I keep a fine line of both."

He meant, of course, that he kept a fine line of the kind of hats and shoes that do improve a man's looks; but he was "a mile off" in his statement of that fact.

The prize for advertising "bulls" must go to that Paris merchant who put a placard in his window, thus inscribed:

"Why go elsewhere to be swindled?  
Step right in here."

A comma after "elsewhere" would have helped him a little—or did he deliberately count on a mad desire on the part of the Parisian populace to be swindled? — *Key-dene.*

## NOTES.

It is stated that *Truth* will soon be enlarged permanently to twenty pages.

*Newspaperdom* is now issued weekly, and its publishers say it will be improved greatly in other respects.

The *St. Louis Medical Fortnightly* offers to refund subscription money and give a humorous book to the first finder of an error in its advertising pages.

MASST., CROWELL & KIRKPATRICK have purchased the *Clover Leaf*, of South Bend, Ind., and the 55,000 subscribers of that periodical will be added to *Farm and Fireside*'s list.

*Billboard Advertising* offers a gold medal, set in a badge, pendant, to the billposter who can hang a twenty-four sheet stand in the quickest time. It will be awarded December 1st.

It is estimated that over 5,000 different patent medicines are started each year. We can safely claim over 50,000 during the past twenty years. Of this enormous number only twenty-five or fifty are self sustaining to-day, while the vast majority of them are never heard of after the first year of existence.—*Dr. O. P. Brown's Circular.*

The Food Show at Atlantic City is advertised by a stalwart colored man who patrols the board walk attired in a white canvas suit, quite hidden from view by incandescent lamps of every color, which fairly dazzle the beholders. "Visit the Food Show on the Pier!" is the cry of the man and the wording of the banner he carries. A covered feed wire, skillfully hidden, connects the lamps worn by the man with the power-house.

WHILE lazy merchants theorize,  
Hustlers advertise.

## Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

TEACHERS wanting positions send stp. WASH. NAT'L TEACHERS' BUREAU, Wash., D. C.

HOW to make money evenings sent for 10c. Circular free. THE ADAGE, Buffalo, N. Y.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 30 cents a line for 25,000 circulation, guaranteed.

WANTED—Republican or Independent newspaper plant. Daily or weekly. Address "C. E. W." Marlboro, N. Y.

WANT advertising space good mediums exchange for property N. Y. State or part profits. Address P. O. Box 231, Brooklyn.

WANTED—Ads for POULTRY MONTHLY, Albany, N. Y. Seventeenth year; no circulation limit; no cut rates; only approved ad admitted. Rate and sample copy on application.

WE buy books and small patented novelties for cash in job lots. Our 3,000 agents can sell anything. Let us have samples of your dead stock. INDUSTRIAL PUBLISHING CO., Owego, Ky.

EDITORIALS written for daily or weekly newspapers (Republican or Independent preferred), by editor of leading paper in a New York city. Terms very reasonable. Address "M. A. K." care Printers' Ink.

ADVERTISEMENTS WANTED—1 sewing machine, 1 soap, 1 bicycle, 1 buggy, 1 washing machine, 1 sarsaparilla, 1 baby food—just one ad of each. CORNING DISTRICT EWFORTH BANNER, 3,750 guaranteed. Fine book paper, few ads Gaines, Tioga County, Pa.

MISS wanted. Sample copy of Cigs and full particulars for six cents. THE CHIPS PUB. CO., 407 Nassau Chambers, New York.

ADVERTISING man wanted. A first-class man to obtain advertising in New York City for an old-established religious weekly. Commission only. Must be well acquainted in New York. Address giving experience and references. S. MCGEALD & SON, 437-459 Washington St., Buffalo, N. Y.

WE always want something that is valuable to you. If you have any printed postal cards, we will buy them for cash. Send a sample and get our offer. We buy books, pictures, printed envelopes, patented novelties and almost anything you have no use for. INDUSTRIAL PUBLISHING CO., Owensboro, Ky.

8800 WILL secure a good position and a one-third interest in a well established weekly newspaper and job printing business in a thriving New England city. Want a partner who can take charge of the newspaper, solicit ads and look after things generally when necessary. Must be a practical printer or newspaper man. Address "PUBLISHER," care Printers' Ink.

#### NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. 100,000 monthly.

#### MAILING MACHINES.

\$1.00 (stamps or m. o.) Pelham Mailing System and Mailer, postp'd. Frac'l 1,000 hour; saves 3-5 time writing; no type lists; unique address label. C. P. ADAMS & BRO., Topeka, Kan.

#### ADVERTISING AGENCIES.

STANLEY DAY, New Market, N. J. ADVERTISING GUIDE, etc., a year. Sample mailed free.

ANY responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine Wis., to be 25,000.

If you wish to advertise anything anywhere at any time, write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

#### MISCELLANEOUS.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast." *Harper's Weekly*.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

BUILDER AND CONTRACTOR reaches architects and contractors in Southern California. GEO. LAWRENCE, Pub., Los Angeles, Cal.

#### SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

NEWSPAPER—Rolls or sheets. First quality. Write A. G. ELLIOT & CO., Philadelphia, Pa.

STANDARD Type Foundry printing outfit, type, original borders. 200 Clark St., Chicago.

STEREOTYPER—500 pounds of backing powder and a receipt to make same at 1 cent per pound for \$12. GEO. W. HILLS, Bridgeport, Ct.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD., 10 Spruce St., New York. Special prices to cash buyers.

AMERICAN Type Founders' Co. has issued "Bargains in Type" at its New York (includes German), Cleveland, Cincinnati and Baltimore branches. Priced cut.

PRINTERS—if the price of an engine has deterred you from buying one till now we can help you. We have an engine operated with gas or gasoline, and is lighter, simpler and cheaper than any other make. More economical than steam or electricity. Can be placed on any floor. Thoroughly safe and reliable. Requires very little attention. PHILADA. GAS ENGINE CO., 111 Walnut St., Philadelphia.

#### PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 46 Beekman St., New York.

#### PRESSWORK.

IF you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. FERRIS BROS., 284-330 Pearl St., N. Y.

#### PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga.

Press clippings for trade journals and adv'ts. THE CHICAGO PRESS CLIPPING BUREAU, 36 La Salle St., Chicago. 40 expert readers. Patrons all satisfied. We can help push your business. Write. N. Y. Office, Equitable Bldg.

#### FOR SALE.

5-LINE advertisement, \$1. WISCONSIN AGRICULTURIST, Racine, Wis.

\$3.50 BUYS 1 INCH 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast." *Harper's Weekly*.

HEAD off the Mergenthalers. Buy a snug little newspaper and job office in thriving Western Iowa town; 5-col. quarto, 14 cols. home ads. \$700, half cash. J. E. McMULLER, Wexley, Ia.

NEWSPAPER outfit, new, at about second-hand price, may be selected from "Bargains in Type," issued by New York (includes German), Cleveland, Cincinnati and Baltimore branches of American Type Founders' Co. Send for all.

#### ADDRESSES AND ADDRESSING.

LETTERS for sale or rent. Cash paid for all lines of fresh letters. Write for lists and prices. H. C. RUPE, South Bend, Ind.

WRAPPERS to address in ex. for adv. space. Send sample of paper for particulars. TOWNSEND, 408 E. 23d St., Minneapolis, Minn.

\$7 BUYS printed list 7,716 males, or 7,117 females. \$10 buys both. Compiled 1886. Cowley Co. Ass. rolls. MILLER & BALL, Arkansas City, Kans.

LETTERS bought, sold, rented, or exchanged. Valuable lines of fresh letters always in stock. Write for lists and prices. Debility letters a specialty. A. LEFFINGWELL COMPANY, 112-114 Dearborn St., Chicago, Ills.

THE best yet. The freshest, best and authentic agents' and canvassers' addresses, not used yet, at \$2 per M. Have 15 M. The lot, prepaid, for \$30. Different States. They want good paying agencies now. No cheap names. S. M. BOWLES, Woodford City, Vermont.

#### PRINTERS.

VAN BIBBER'S Printers' Rollers.

\$22 BUYS 100,000 white 6x9 circulars. Write ELECTRIC PRESS, Madison, Wis.

FOR one check book, 1,000 checks, 3 deep, well bound, perforated and numbered, my price is \$6.00. W. M. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.

BARGAINS in type; prices down. Sheets issued by New York (includes German), Cleveland, Cincinnati and Baltimore branches American Type Founders' Co. Send for all.

PRINTERS—We make type, cases, stands and chase—everything that a printer needs—and our prices are the best. See us first. P. H. BRESMAN, Successor to Walker & Bresman, 291 to 296 William St., N. Y.

1,000 NEAT business cards for \$1.50. I have on hand a large quantity of fine bristol board. While it lasts I will fill orders at the above price. Cash with the order. WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.



## ILLUSTRATORS AND ILLUSTRATIONS.

CUTS for newspaper, book and catalogue illustrating by up-to-date methods. See our specimens and prices. SANDERS ENGRAVING CO., St. Louis, Mo.

HANDBOME illustrations and initials for magazines, weeklies and general printing, 5¢ per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

DRAWINGS to fit your ads. Little outline drawings are fifty cents; designs, etc., are more. Satisfactory or no pay. Let's hear from you. R. L. WILLIAMS, 83 L. & T. Bldg., Wash., D.C.

ANYBODY can now make cuts from drawings, A prints or photos, with my simple pen-and-ink zinc etching process. Takes but a few minutes to etch one or several cuts. The few materials required cost about 75¢. Common tinner's zinc is used. A boy of 15 can work it. You make a drawing on the zinc with pen and ink, or transfer thereto a pencil drawing or print, and a little acid "does the rest." Thousands using it. Plain instructions only \$1. Circulars for asking. See endorsement in *Inland Printer*, Aug., '96. THOS. M. DAY, *New Record*, Centreville, Ind.

## BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 313 North 7th St., St. Louis, Mo.

BUYERS of choice books (the most eminent authors) please address ESTILL & CO., Columbus, O., for their "Bargain" list.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

CALENDAR Blotter Specimens, the "King of Specimen Books." For wide-awake printers. Price, 50c., postpaid. If you doubt its being the finest ever issued, send a 1c. stamp for sample page. Address HOLLIS CORBIN, publisher, St. Johns, Mich.

AMERICAN NEWSPAPER DIRECTORY for 1896 (issued June 15th). Describes and reports the circulation of 30,336 newspapers and periodicals. Pays a reward of \$25 for every case where a publisher is not accorded a circulation rating in accordance with facts shown by his statement in detail if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue. Over 1,000 pages. Price, Five Dollars; \$1 extra for postage if forwarded by mail. Address GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

## ADVERTISING MEDIA.

THE YANK, Boston, Mass., 100,000 monthly.

TEN million dollars! Spent in Maine by summer visitors. Rockland DAILY STAR.

IF you advertise in Ohio you will get results. For particulars address H. D. LA COSTE, 38 Park Row, New York.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast.—*Harper's Weekly*.

OFFER advertisers papers that bring results. H. D. LA COSTE, 38 Park Row, New York. Agent for good mediums only.

IN all America there are only eight semi-monthlies which have so large a circulation as the WISCONSIN AGRICULTURIST, Racine, Wis.

ARE you advertising in Ohio? We invite your attention to the DAYTON MORNING TIMES, circulating 4,500 copies daily; the EVENING NEWS, 2,500 copies daily; the WOODSTOCK TIMES, 1,500 copies daily; and the WOODSTOCK NEWS, 1,500 copies; are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the NEWS and TIMES are long established journals, and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. Address H. D. LA COSTE, 38 Park Row, New York.

## MERCANTILE LAW.

CAVANAGH & THOMAS, Omaha, Nebraska, lawyers and adjusters. Collections of jobbers handled anywhere in Iowa or Nebraska with success; 2,000 of the leading Eastern jobbers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, W. & J. Sloan, New York City.

## TO LET.

YANK, Boston. Space.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are up only one flight of stairs and are well-lighted and the pleasantest offices in the building. Size of large room about 20x24; smaller, 10x15. If wanting such offices, please call and talk about price, etc. Will be fitted up to suit. Address GEO. P. ROWELL & CO.

## ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

## ARKANSAS.

## The Arkansas Gazette

Daily and Weekly, goes into every nook and corner of Arkansas, and circulates in much adjacent territory. Advertisers cannot afford to omit THE GAZETTE from their lists when placing advertising in the great Southern field. For rates and any other information, address

GAZETTE PUBLISHING CO.,

Little Rock, Ark.

## CALIFORNIA.

ALWAYS AHEAD—Los Angeles TIMES, So. Cal.'s great daily. Circulation over 14,000.

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the San Jose MERCURY. Sample copies free. For advertising rates in daily or weekly address San Jose, Cal.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New 13,000 weekly guaranteed.

THE EXAMINER has a larger daily circulation than all the other morning papers in San Francisco combined, and the largest circulation of any daily west of Chicago, while the weekly EXAMINER has the highest circulation yet accorded to any paper west of the Missouri.—From *Printers' Ink*, issue of July 2, 1895.

## IOWA.

QUALITY as well as quantity are important considerations for an advertiser. The TELEGRAPH, Dubuque, Iowa, gives its patrons both. Many of the largest and leading advertisers are represented in its columns.

## LOUISIANA.

W. PRESBYTERIAN, New Orleans, weekly over Ala., Ark., Fla., La., Miss., Tenn., Tex.

## MAINE.

ADS IN THE INDEPENDENT, Farmington, Me., produce results and mail orders.

## MASSACHUSETTS.

30 CENTS for 40 words, 6 days. Daily ENTERPRISE, Brockton, Mass. Circulation 7,000.

## MICHIGAN.

**B**UCHANAN, Mich., is booming. Every citizen reads the RECORD.

**T**HE SOO DEMOCRAT Sault Ste. Marie, Mich. It should be on your list.

**S**AGINAW COURIER-HERALD. Daily, 6,000; Sunday, 7,000; weekly, 14,000.

**S**AGINAW COURIER-HERALD is delivered directly into the homes by its own carriers.

**S**AGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Assoc'd Press dispatches.

**S**AGINAW Evening and Weekly NEWS. Largest circulations in the Saginaw Valley, Mich.

**S**AGINAW COURIER-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly. Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1887. Saginaw (pop. 60,000) is the third city in Michigan. For further information address H. D. LACOSTE, 38 Park Row, New York.

**J**ACKSON (Mich.) PATRIOT, morning, evening, Sunday and twice a week. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. Rates reasonable. The leading advertisers in the country are represented in the PATRIOT's columns. Information of H. D. LACOSTE, 38 Park Row, N.Y.

## MISSOURI.

**K**ANAS CITY WORLD, daily exceeding 25,000, Sunday 30,000.

**M**EDICAL FORTNIGHTLY offers \$20 for a new cover design. St. Louis.

## MONTANA.

**T**HE LIVINGSTON ENTERPRISE: eight pages; all home print. Circulation exceeds 1,000.

**A**NACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

## NEBRASKA.

**N**EARLY 700 publishers are increasing their circulation by offering to Germans the FREIE PRESSE, Lincoln, Neb., at 65 cts. per year; 8-page weekly; samples free. Write for particulars.

## NEW JERSEY.

**T**HE DECKERTOWN INDEPENDENT has the largest circulation of any paper in Sussex Co.

**B**RIDGEPORT (N. J.) EVENING NEWS leads all South Jersey papers in circulation. Space ads 12 cents, 15 cents, 25 cents an inch an insertion.

## THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - 15,500.

Advertisers find IT PAY!

## NEW YORK.

**Q**UEEN OF FASHION, New York City. Issued monthly. A million copies a year.

**P**ICTORIAL Ready Prints! Write for samples. Prices way down. CHAR. H. WEBSTER, Publisher, Buffalo, N. Y.

ELMIRA  
TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent.  
Rooms 12, 14 and 16 Tribune Bldg., New York City.

## MISSISSIPPI.

**T**HE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

**T**HE SCRANTON ENTERPRISE, a gem of a country weekly newspaper, published in one of the most prosperous lumber manufacturing and truck farming counties in Mississippi, wants advertisements for its columns. Address THE SCRANTON ENTERPRISE, Scranton, Miss.

## OHIO.

**T**HE Mansfield (Ohio) NEWS; proved circulation daily 3,000, weekly 5,000 copies.

**L**ARGEST circ'n of any Prohibition paper in nation: BEACON AND NEW ERA, Springfield, O.

## PENNSYLVANIA.

**O**NE dish of each, please, to set before our army of hungry EPIWORTH BANNER readers. Just 1 baking powder, 1 rolled oats, 1 cocoas, 1 tea advertisement. Address Gaines, Pa.

**T**HE PATRIOT, Harrisburg, Penna. Forty-third year. Politics independently Democratic. Leading paper at State capital; 5,000 daily, 5,000 weekly. Rates low. Population 54,000

**N**OT Blue-bloods, but Hustlers. There is no better element of population anywhere than is to be found in the old southeastern section of Pennsylvania. It is here that the Chester TIMES circulates and reaches every home with its bright home news. Its readers know what they want and have the money to buy it. Thirty-two thousand of the best of these read the Chester TIMES each day. WALLACE & SPROUL, Chester, Pa.

## RHODE ISLAND.

**T**HE HOME GUARD, Providence, R. I. Tenth year. Circulation 50,000.

## SOUTH CAROLINA.

**T**HE daily edition of THE STATE, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina.

## VIRGINIA.

**T**HE STATE, Richmond, the leading evening paper in a community of 150,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. New management, typesetting machines, new press and many improvements. Greater local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 38 Park Row, New York.

## WASHINGTON.

**S**EATTLE TIMES.

**S**EATTLE TIMES is the best.

**S**EATTLE POST-INTELLIGENCER.

**T**HE TIMES is the home paper of Seattle's 80,000 people.

**S**EATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

“**I**n her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast.” — *Harper's Weekly*.

**T**HE SPOKESMAN-REVIEW

Only morning paper. Consolidation SPOKESMAN and REVIEW. Exclusive control morning field. No competitor within 500 miles. Population Spokane, 1881, 600; 1894, 35,000. The past and present history of Spokane has been marvelous; its future will be the wonder of Western civilization. The REVIEW is the recognized exponent of all the best interests of Spokane and the vast country tributary to it.

## WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in the State. Rates only 20 cents a line. Circulation over 25,000.

## MEXICO.

WITH our present increased force of missionaries and native workers we anticipate a wider circulation of *EL FARO*. Your business may grow with our circulation. Apartado 386, Mexico City.

## SO. &amp; CEN. AMERICA.

PANAMA STAR & HERALD. ANDREAS & CO., 52 Broad St., Agents. Send for sample copy.

## CLASS PUBLICATIONS.

*Advertisements inserted under this heading, in the appropriate class, cost 25 cents a line, for each insertion. One line, without display or black-faced type, inserted one year, 25 weeks, for \$15. 5 months for \$10. 50, 2 months for \$12. 50, or 4 months for \$18. Display or black-faced type charged at 50 cents a line each issue, or \$1.00 a year, or \$2 a month, for each line of pearl space occupied by the whole advertisement. For the publisher who does not find the heading he wants one will be made to specially fit his case.*

## AGRICULTURE.

HOME AND FARM, Louisville, Ky. BREKEDER AND FARMER, Zanesville, O. PACIFIC RURAL PRESS, San Francisco, Cal. WISCONSIN AGRICULTURIST, Racine, Wis. WISCONSIN AGRICULTURIST, Racine, Wis.

## A. P. A.

A. P. A. MAGAZINE. New. 15,000 circulation already. 100 large quarto pages. \$3 yearly, 25c. monthly. None free. San Francisco, Cal.

## ART.

ART LEAGUE CHRONICLE, Leavenworth, Kan. CARRIAGES AND WAGONS.

THE HUB, 247 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world. THE HUB NEWS, 247 Broadway, N. Y. The only weekly paper published in the interests of vehicle mfrs. and dealers.

## COAL.

COAL TRADE JOURNAL, New York City. COMMERCIAL TRAVELERS.

THE COMMERCIAL TRAVELER, St. Louis, published in the interests of and circulates among commercial travelers. Bona fide circ'n, 4,000.

## DANCING.

THE BALL ROOM, Kansas City. Semi-monthly. DRUGS AND CHEMICALS.

WIS. DRUGGISTS' EXCHANGE, Janesville, Wis. FASHIONS.

QUEEN OF FASHION, N. Y. City. Issued monthly. A million copies a year. THE WAVE, San Francisco, Cal. 15,000 weekly.

## FRUIT GROWING.

THE GRAPE BELT, Dunkirk, N. Y. 6,000 guarant'd. GERMAN.

THE TAEGLICHE ABEND PRESSE, daily published at Cincinnati, is credited with the highest circulation rating accorded to any German daily in Ohio.—*From Printers' Ink*, issue of May 15, 1886.

## HISTORICAL.

THE AMERICAN HISTORICAL REGISTER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 180 S. Sixth St., Philadelphia, Pa.

## FRIENDS.

FRIENDS' INTELLIGENCER, Philadelphia. Established 1844. Circulation 3,500.

## HOMEOPATHY.

HOMEOPATHIC RECORDER, Phila., Pa.

## HOUSEHOLD.

WOMAN'S FARM JOURNAL, St. Louis. Monthly.

## JEWISH.

JEWISH SPECTATOR, Memphis, Tenn., and New Orleans, La. Oldest, largest, best, most widely circulated Southern Jewish paper.

## KNIGHTS OF PYTHIAS.

THE KNIGHTS' JEWEL, Omaha. 60,000 yearly.

## LARGEST CIRCULATIONS.

ELMIRA, N. Y., TELEGRAM: Over 100,000 weekly.

## LITERATURE.

THE WAVE, San Francisco, Cal. 15,000 weekly.

## LUMBER.

SO. LUMBERMAN, Nashville, Tenn. Covers South.

## MEAT AND PROVISIONS.

THE NATIONAL PROVISIONER, N. Y., Chicago. MEDICINE AND SURGERY.

MEDICAL SENTINEL, sword cir. Portland, Or. WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.

## MINING.

MINING AND SCIENTIFIC PRESS, San Francisco.

## PAINTING.

PAINTING & DECORATING, 247 Broadway, N. Y. The best and most complete paper published for the trade—one issue worth more than price of a year's sub's.

## PARKS AND CEMETERIES.

PARK AND CEMETERY, Chicago. Monthly.

## PHILATELY.

AMERICAN PHILATELIC MAGAZINE, Omaha, Neb. Monthly. Stamp men like it.

## PRINTING INDUSTRIES.

PAPER AND PRESS, Philadelphia, Pa.

The leading technical magazine in the world of its class—endorsed by and circulating exclusively to employing and purchasing printers, lithographers, book binders, blank book makers, manufacturing stationers, engravers, etc., etc. Sample copies and rates on application.

## RELIGION.

CATHOLIC WESTERN CROSS, Kansas City, Mo.

## SECRET SOCIETIES.

THE LODGE RECORD, Watertown, New York.

## SKANDINAVIAN.

THE highest circulation rating of any Scandinavian paper in America is accorded to the DECORAH-POSTEN OG VED ARNEN, issued twice-a-week, in the Norwegian-Danish language, at Decorah, Ia.—*From Printers' Ink*, issue of May 15, 1886.

## SOCIETY.

THE WAVE, San Francisco, Cal. 15,000 weekly.

## SPANISH.

REVISTA POPULAR, established 1888. Largest Spanish circulation in the world. Translations in all languages: 48 Vesey St., N. Y. City.

## SUNDAY PAPERS.

ELMIRA, N. Y., TELEGRAM: Circulation over 100,000 copies weekly.

## TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

## TYPEWRITERS.

PHONOGRAPHIC WORLD, New York City.

## WOMEN.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

# WE HAD TO D

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Just leased the Largest  
office obtainable in

**POSTAL TELEGRAPH BUILDING,**

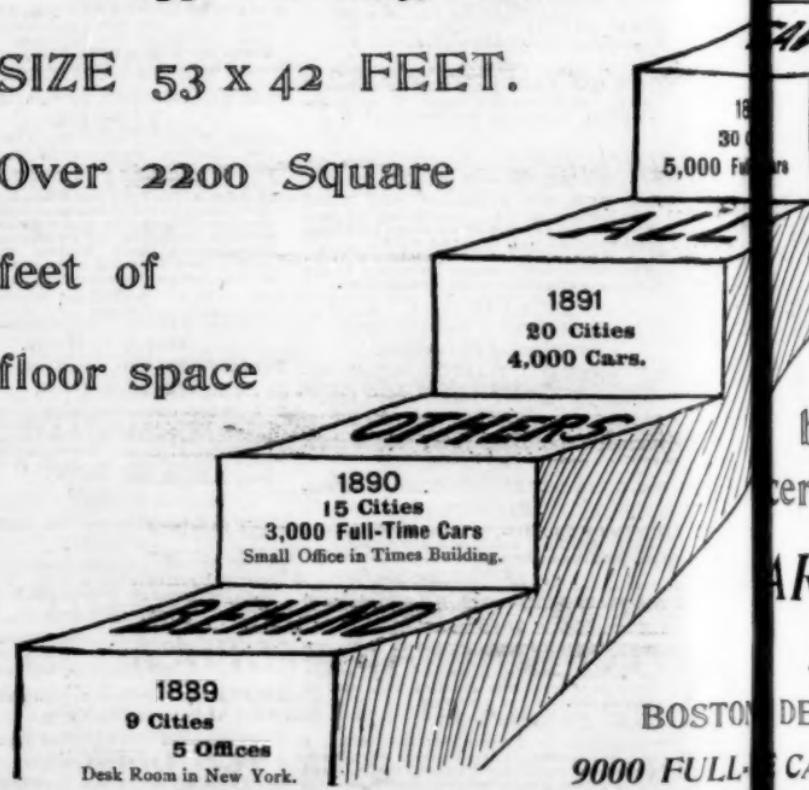
**253 Broadway, N. Y.**

**SIZE 53 x 42 FEET.**

Over 2200 Square

feet of

floor space



IT!

1895  
54 Cities  
9,000 Full-Time Cars

1894  
50 Cities  
8,000 Full-Time Cars

1893  
45 Cities  
6,000 Full-Time Cars



Making  
the largest  
ADVERTISING  
office on a single  
floor in the World.

This will give us ample  
facilities to transact our  
business—which, like our con-  
cern, is the largest in existence.

**ARLETON & KISSAM,**

*Street Car Advertising,*

DENVER—DULUTH TO NEW ORLEANS.

CARS.

**18 BRANCH OFFICES.**

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**Issued every Wednesday.** Subscription Price: Two Dollars a year. Five Cents a copy; Five Dollars a hundred. No back numbers. After December 31 the subscription price will be increased to Five Dollars a year.

**For** Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advertising patrons can obtain special terms on application.

**For** Belated payment of pictures it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at same rate.

**For** If any person who has not paid for it is receiving **PRINTERS' INK**, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

**NEW YORK OFFICES:** No. 10 SPRUCE STREET.

CHICAGO AGENTS.

BENHAM & INGRAHAM, ROOM 24, 145 La Salle St.

LONDON AGENT.

F. W. SEARS, 138 Fleet St.

NEW YORK, AUGUST 28, 1895.

**AN ad can suffer from overwork.**

**THE ad should attract attention—but respectful attention.**

**A BREEZY ad is frequently followed by a storm of customers.**

**THE same ad will produce different results in different places.**

**ONE line well written is worth a column carelessly prepared.**

**IF your ad contains good ideas, the readers will follow them up.**

**SPACE that is worth paying for, is worth filling with a good ad.**

**A GOOD advertisement will stay good for a good time—but not forever.**

**SOME papers are good mediums to swear by, and others are good to swear at.**

**THE man who begins his ad with, "Don't read this," is often accommodated.**

**THE ad giving all the information necessary in the fewest words is the best ad.**

**DISPLAYING everything has only the effect of killing the object of displaying anything.**

**THE advertiser should remember that the people who have dollars usually do not lack sense.**

**ONE-HALF the world wouldn't know what the other half had for sale were it not for advertising.**

**LET your ad be out of the ordinary, but not too much so—freaks do not attract the best sort of attention.**

**WHEN a wise business man wishes to find out about a competitor, he studies the latter's advertisements.**

**How plainly a high building can be seen among smaller ones! How easily a boldly displayed ad stands out from the rest.**

**FAKE advertising never paid and never will. It costs as much as honest advertising, but can never hope for such results.**

**A SATISFIED customer is a good advertisement, but to secure the customers to be satisfied is the first problem. Advertising will do it.**

**YOU need never hope to "know it all" in advertising. It is a progressive science, and you have to keep on learning every day of your life.**

**YOU can interest people while you are talking to them, but the minute you stop the interest ceases. It is precisely the same with your advertising.**

**Too much shouting may frighten people; but don't forget to shout loud enough to let them know who you are, and where you are, and what you are there for.**

**THE New York *Herald*, having discontinued its weekly edition, asserts as a reason for it that the legitimate field of weekly news is now filled to the satisfaction of local readers by the country and town papers.**

**THE value of advertising space is really relative, depending upon the way it is utilized. A certain amount of space, when filled with attractive ads, may be very productive, but when filled with ads not calculated to bring trade, it is the reverse.**

**DURING the week ending August 21st one hundred and twenty-one subscribers were added to **PRINTERS' INK**'s subscription list.**

**THOSE who advertise most extensively are usually the most careful in constructing the ads, and in selecting the media.**

GOOD ads are cheaper in the end than bad ones, even though it costs more to procure them.

*Farm and Fireside*, of Springfield, Ohio, is about to inaugurate a new departure by which it is expected its subscription list will be considerably lengthened. It is the publication of local editions in New York and Illinois. This, with the Eastern and Western editions now published, will make four separate editions, which advertisers can use separately if desired. The Eastern and Western editions will, as heretofore, be identical in contents, except in the advertisements. The local editions are expected to penetrate where a general farm paper would not be welcome, and it is expected that they will secure a large amount of local advertising which the general farm paper with a largely distributed circulation could not secure. The success of the plan will probably result in its extension to other States.

ALTHOUGH most temperance journals have a fairly large circulation as papers go, yet no very considerable proportion of the people who receive them ever pay anything towards their support. These papers either come free or through the efforts of friends solicitous for the welfare of those to whom they send them. An explanation of this is probably to be found in the fact that the majority of people feel that they do not need the admonitions against intemperance contained in these periodicals, but are moderately sure that certain friends do need them. Almost any laboring man would much prefer being seen with the *Police Gazette* in preference to the best temperance journal ever issued. The editor of PRINTERS' INK has never yet seen a man who of his own volition has subscribed for a temperance journal and paid his own money for it.

SEVENTEEN times in eight years the American Newspaper Directory has been imposed upon by lying circulation reports furnished by newspaper publishers, and in each of the seventeen cases has paid the reward of one hundred dollars. No one questions that the rewards were due. A new phase is now presented. The Directory has for seven years published a list of the papers whose lying statements had been detected. A man

who recently paid \$350,000 good money for one of these discredited journals, announces that he is handicapped by the position his paper holds in the advertising community. "This," he admits, "is the just penalty for having come into possession of a property about which barefaced lying statements had been made." The paper referred to is the *Morning Call*, a San Francisco daily. "I think," says Mr. Shortridge, the present proprietor, "the damage done the *Call* would amount to several hundred thousand dollars," and he is anxious to avail himself of every means of again obtaining for the *Call* an honorable position in the opinion of advertisers, and a correct circulation rating in the Directory. The question is, how can it be done? Of the remaining sixteen detected prevaricators, most of the publications are dead. Some are published under different names. The *Call* is not the only case in which the paper has passed into the hands of new proprietors. Just how a new proprietor may avoid the stigma which deservedly attaches to his publication on account of the shortcoming of a predecessor, is a question of interest. Both the *Morning Call* and the *Omaha Bee*, which is the latest prominent newspaper whose report has been proved false, are members of the American Publishers' Association. Is this not a matter with which this Association may properly deal?

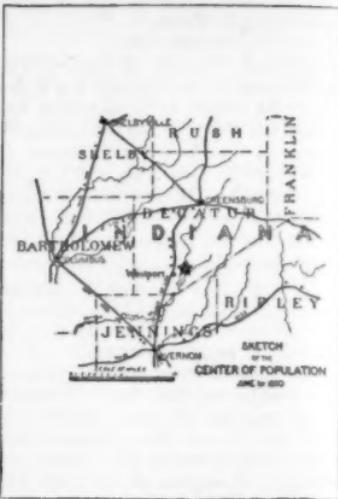
THERE was a certain publisher of a newspaper, and he sought advertising patronage. He was tempted to use the pages of PRINTERS' INK to set forth the merits of his own paper as an advertising medium, but was deterred by the reflection that if he used PRINTERS' INK he should be obliged to use all the other advertising papers also; and, as he well knew that none of the others had circulation or influence, he was unwilling to use all; and, therefore, he forebore using PRINTERS' INK. At last, however, seeing PRINTERS' INK everywhere, and hearing advertisers constantly commanding its surpassing merit, he determined to advertise in it—anyway—and stave off the solicitors for the other sheets if possible. And so he began. His page in PRINTERS' INK cost him so much that it took his breath away—\$6,500 for a year in a preferred position. It was a month after the con-

tract was closed before he could bring his mind to even listen to the stories of the canvassers for the other advertising journals. But about this time his own columns showed such improved patronage that he decided to take on the other advertising journals. He thereupon made a trade with first this one and then that, and when he got through with all he found that his investment was not materially increased. Out of every hundred dollars paid out, PRINTERS' INK seemed to appropriate about ninety-five; and the remaining five sufficed to content all the other journals and make their proprietors happy. And so he went on for a time, and the advertising patronage which came to his own paper continued to increase; but he observed that though he often had occasion to know that PRINTERS' INK brought money to his coffers, he was never able to ascertain that anybody ever saw any copies of the other advertising journals. Sometimes he was led to believe that they had ceased to exist; but when he sent an office boy around to make a collection of them, the boy was always able to find at least one copy of each paper at the office of publication. They did not pretend to be issued on time, but sooner or later they did appear. And the publisher of the newspaper waxed thoughtful, and he said to himself: "A five per cent saving is five per cent, and is worth saving," and he thereupon discontinued his contracts with all the advertising papers excepting only PRINTERS' INK; and still the advertising patronage for his own paper continued to increase.

And one day it occurred to him that there is a saving that diminisheth and a spending that tendeth to increase, and he thereupon went to the office of PRINTERS' INK and made a bargain for a great, big, bold advertisement for one insertion in addition to his yearly contract. And thus he rounded out his investment, covered the advertising field, and his paper continued to be in receipt of all the advertising patronage that was going, and that publisher is happy to this day.

THERE is nothing in the report that Editor Birmingham is in Washington with a view of adjusting a postal difficulty with the Department. It costs \$10 to go to Washington, and the difference of \$1.18 a week between cost of mailing at second or at third-class rates is not sufficient to justify such an unusual precautionary outlay.

## THE CENTER.



By the census of 1880 the center of population was in latitude  $30^{\circ} 11' 56''$  and longitude  $85^{\circ} 32' 48''$ , at a point a little west of south of Greensburg, the county seat of Decatur County, Indiana. Between 1880 and 1890 this center moved westward about 48 miles and northward about 9 miles.

### NAUTY-CAL.

Commodore George Kissam, known on land as a tram car and horse railroad advertiser, sailed from South Brooklyn on Saturday, Aug. 17, in command of the schooner yacht Romance. Seymour C. Garrick, of Brooklyn, acted as mate, and for chowder purposes the yacht took in Fish from New Orleans. Willie R. Crawford, of Chicago, having a powerful voice for talking in a head wind, acted as boatswain. Little Frankie Kissam had charge of the cocktail department—full charge. If this party ever return they will be exhibited in the Chicago Exposition for 2490.

PRINTERS' INK is one of the brightest and brainiest publications of its kind I have ever read. No editor or merchant who wishes to be up-to-date can afford to be without it.—*A. J. Meister, Editor Telegram, Albany, N. Y.*

The testimony of successful men in all branches of business combines to show that a knowledge of the simple and technical principles of advertising is a necessary part of a business man's stock-in-trade. Once assured that you need information on this subject, you naturally seek for the best authority. PRINTERS' INK has been the recognized leader for years.—*Dennis O'Leary, Woodbine, Iowa.*

## AD WRITING IN WASHINGTON.

ADDISON ARCHER INTERVIEWS MR. F. B. NOYES OF THE "STAR," WHO PIONEERED WASHINGTON'S SUCCESSFUL AD WRITING BUREAUS—IT INCREASES ADVERTISING AND HELPS ADVERTISERS AS WELL AS PAPERS—MR. HUNGERFORD, MR. ARCHIBALD, MR. MILLER AND THE REST—MANY LINES ADVERTISE IN WASHINGTON THAT DO NOT ANYWHERE ELSE BUT OUGHT TO—SOME STARTLING "STAR" STATISTICS.

Washington, D. C., shows more than any city in America what ad writers can do for advertisers and advertising—for newspapers, too.

Its newspapers contain more varieties of advertising and more of each variety than any I know. They are good ads. They pay.

W. A. HUNGERFORD.

They demonstrate that the small advertiser has a place—a profitable place—in advertising, even in the midst of big competitors who use overwhelming space.

If there is a city or town in America that cannot profit by a study of Washington advertising, I know it not.

But Washington was not always thus. 'Tis of late years—very late years—she has taken on her mantle of wisdom.

Probably she owes her advertising excellence and progress to Mr. Frank B. Noyes, the manager of the Washington *Star*, more than any one else. It has been a hobby of his to organize an ad writing bureau to prepare copy for local advertisers who did not employ ad writers of their own, and he has carried out his idea very successfully.

I feel like telling the story all in the opening, but it's all in the following in—



Its newspapers contain more varieties of advertising and more of each variety than any I know. They are good ads. They pay.

GEORGE W. MILLER.

He was the advertisement writer for Woodward & Lathrop, the Wana-makers of Washington, and he was an enthusiastic admirer of the *Star*. For several years I tried to get him—I had in mind the starting of a business of ad writing at a comparatively low rate. Well, finally he started in under an arrangement by which I guaranteed a certain income whether the business paid it or not. He has been very successful.

**ELECTRIC FANS**  
SUPPLIED AT  
**\$1 PER DAY.**

Which may be a suggestion for progressive hotel men.

Well, the fan on Mr. Noyes' desk kept us cool as he told me about Washington ad writers and ad writing.

W. A. HUNGERFORD.

I had heard of Mr. William A. Hungerford and supposed he wrote ads exclusively for *Star* patrons. I asked about him.

"The history of Mr. Hungerford's connection with the *Star* is this," replied Mr. Noyes.

"He was the advertisement writer for Woodward & Lathrop, the Wana-makers of Washington, and he was an enthusiastic admirer of the *Star*. For several years I tried to get him—I had in mind the starting of a business of ad writing at a comparatively low rate. Well, finally he started in under an arrangement by which I guaranteed a certain income whether the business paid it or not. He has been very successful.

**WRITES FOR FIFTY HOUSES.**

"He has the ad writing of about fifty houses."

"Handle them alone?"

"Oh, no. He has a staff of assistants, while associated with him are Archibald and Miller."

I have these gentlemen's cards before me—neatly engraved :



C. C. ARCHIBALD.

**CLARENCE C. ARCHIBALD.**

EVENING STAR'S BUREAU  
OF ADVERTISING WRITING.

## GEORGE W. MILLER.

BUSINESS MANAGER "PROGRESS."

"Mr. Hungerford's success was so marked," continued Mr. Noyes, "that F. McSmith started a similar bureau, and some little time after that Mr. J. A. Shaffer, of the business department of the *Star*, went into the same line of business. Both Mr. McSmith and Mr. Shaffer handle a large number of concerns—between 40 or 50, may be more. Many of them are small, or comparatively so.

## A GREAT ADVANTAGE.

"It's a great advantage to the advertiser whose business is not large enough to employ an ad writer exclusively, to have his advertising looked after carefully, and kept fresh, bright and seasonable. The advertisement writer has a reason for seeing that results are gotten for the advertising."

"Does this increase advertising?"

"Oh, yes; very decidedly; especially with men who wouldn't have the time to attend to it themselves—those who advertise only \$40 or \$50 a month. They pay the advertising bureau \$5 or \$7.50 or so a month to attend to it for them.

## MAKING NEW ADVERTISERS.

"Really, the bureaus are all the time developing new advertisers."

"Increased advertising in the *Star*, Mr. Noyes?"

"Oh, yes."

"Increased results to advertisers?"

"Certainly; that's the reason of the increase in our advertising. We don't calculate on the *Star* to get any advertising that don't pay."

"Is there any commission allowed the advertising bureaus or advertising agents on city business?"

## NO COMMISSION IN D. C.

"Oh, no; no," he replied emphatically.

"Ever been?"

"Good many years ago, perhaps."

"No commission to advertisers?"

"No."

"Does this increase or decrease the amount of space used?"

"Of course commission paying is a temptation for the agent to use more space for his client. As it stands now in Washington there is no incentive to swell space."

"And that's why there are so many good small advertisers in Washington?"

"Yes."

"Do you put in new type and borders and things to help the ad writers obtain artistic results and stimulate advertisers?"

## N. Y. HERALD N. B.

"Our display type is very limited—outline letters, certain borders and old style long primer and agate. We use no black face type at all, except at cut rates."

"What are your cut rates?"

"Nearly treble."

"Find many who will pay them?"

"No. That's the reason we do it. They can use large as they want in outline without extra charge. We don't charge extra for display."

"Don't you believe in it?"

## S. S. S., HOOD'S, ROYAL B. P., ETC.

"We give all our customers the best we can. What we do for one we do for all. A great many advertisers who use black type everywhere else did so with us at first, but have come round to our way eventually," and he showed me S. S. S., Hood's, Royal Baking Powder and Cleveland's Baking Powder looking very neat and attractive in style of paper.

I asked abruptly: "Do you believe in the Wanamaker style?" and he replied, emphatically: "Yes, I do. Hungerford writes a good deal in his style."

"Have you any of Mr. Hungerford's work here?"

"Huh. I remember one day we had 11 columns, and another day 14 columns of his ads," and just here Mr. S. H. Houffman, the president of the Star Company, came in, overheard the last remark, and added warmly: "Hungerford does good work—did good work for Ripans Tabules."

"His ads are read for what's in them," continued Mr. Noyes. "They are not filled with stud-horse type. Instead of putting stud-horse type into their ads our Washington writers put in plenty of gray matter. Our thought has been that the use of very conspicuous type, when they all use it, gives no advantage to any one, and the paper is made very unattractive. If a few advertisers could use heavy display with light setting all around their ads, it might be different."

Just then a bell rang, and a dial in front of Mr. Noyes on his desk sud-

denly said (in type) that the last edition had left the press. The arrangement struck me as new, and I asked about it.

ONE OF MR. SEYMORE'S IDEAS.

"That's an idea I got from Mr. Seymour, of the *New York Evening Post*. It's simply an electric arrangement, telling when the forms are ready, when stereotyped, on press and mailed. Bell rings and dial tells the story."

His desk was well supplied with electrical devices—an office phone and a phonograph.

"Ever use the phonograph?"

"Oh, yes."

Next I asked him if times were getting better (interviews in real life run that way. Questions haphazard as they occur).

BETTER TIMES.

"We are averaging three to five columns a day more advertising than this time last year"—and he sent for his brother-in-law, Mr. Fleming Newbold, a bright young man who has charge of the circulation, to bring in the latest comparative figures. Mr. Newbold came with the figures, remarked incidentally that he was a faithful reader of *PRINTERS' INK*, and then gave me the comparative statement, prepared by the *Star* for exchange among the following papers, that have combined to tell each other how much advertising they are printing in comparison with their competitors: *The Times-Herald*, Chicago; *Herald*, Boston; *Evening Post*, New York; *News*, Buffalo; *Post*, Cincinnati; *Plain Dealer*, Cleveland; *News*, Baltimore; *Chronicle*, San Francisco; *Enquirer*, Philadelphia; *Journal*, Atlanta; *Evening Star*, Washington; *Republic*, St. Louis. The *Star* was away ahead for Washington in number of columns, and Mr. Noyes said the prices counted as well as the columns. Then they showed me the way the *Star* had proven it went to 82½ per cent of all the occupied houses in Washington and Georgetown—96 per cent of the buildings occupied by white people, and (deducting stores) a copy went to every occupied house in the city.

NO OTHER CAN SHOW THIS.

"I don't believe any other paper in the country can make such a statement," said Mr. Noyes. "Wasn't any other paper here wanted to do it?"

"What's the *Star's* strongest point?"

"People think it's loyal to Wash-

ton, and it has nothing for sale in its columns except advertising."

"Then you don't believe in reading notices?"

"I don't believe in reading notices unless they contain something to indicate they are advertisements."

We fell to discussing style of make-up, and quoted the *Fourth Estate's* opinion that the *Star* had no superior in make-up. This is highly interesting in view of the small ads (14 to 60 lines) with which it is filled, and no display to speak of.

Mr. Noyes said the *Star* did not solicit any advertising and I facetiously asked him to make that statement on the Bible.

"We haven't any Bibles in the business department—probably they have up in the editorial rooms," he replied. "It's nothing to the credit of the *Star* that we don't solicit. We would solicit if we didn't have the advertising. The *Star* has the strength and standing that gives it all the advertising it has without hounding the advertisers. I don't reflect on any paper that does solicit."

THE DUAL STATE ASS.

"What do you think of the Dual State Association in preventing its papers from advertising in *PRINTERS' INK*? Would you go into an association of that kind?"

"We don't advertise in the directories because we don't get results. We do advertise in *PRINTERS' INK*. I judge a paper just as I would if I were a merchant judging an advertising medium."

He said *PRINTERS' INK* was read by all the advertisers in Washington, and that it also helped his New York special agent, Mr. Hamersly, in getting business.

Mr. Noyes believes churches should advertise. He has a profitable two columns or so of paid church notices every Saturday.

"Does it pay the churches?"

"Yes, I think it does."

"Do you believe doctors and lawyers should advertise?"

"Yes—but they won't."

A THOROUGHLY ADVERTISED CITY.

"Washington," Mr. Noyes went on to say, "is the most thoroughly advertised town you can find. Even the stalls in the markets advertise—and make it pay, too."

ADDISON ARCHER.

## FURS IN MIDSUMMER.

HOW IT IS POSSIBLE BY JUDICIOUS ADVERTISING AND AGGRESSIVE MERCHANDISING TO SELL THE MOST UNSEASONABLE GOODS — THE TRUE STORY OF HOW A LEADING DRY GOODS MERCHANT STARTLED THE TRADE BY HOLDING A BIG SALE OF GOODS FOR WHICH, AT THAT SEASON, THERE WAS NO DEMAND, AND HOW HE MADE A SUCCESS OF IT.

When the mercury is bobbing around zero, the merchant who would buy extensive space in the papers to announce a great sale of lawns, organdies and other summer fabrics would be promptly put down as little short of a lunatic. Yet that is the sort of thing we may expect to see taking place before long. Anomalies that at first sight appeared just as startling have been introduced of late and have proved so successful as to take a regular place in business routine. A most conspicuous example is the retailing of furs in midsummer.

The scheme was first put to the test by the leading Brooklyn dry goods firm of Frederick Loeser & Co., then in its original form. The writer was told the story by Mr. Herman Liebmann, who was at that time part owner of the Loeser concern, and who, together with his brother Louis, was responsible for the success of this business, which grew to be the equal in size and enterprise of almost any New York store. Since the occurrence related below the Loeser concern has been divided, the Messrs. Liebmann at present being at the head of the well-known department store which bears their name.

"It was in the summer of 1882," said Mr. Liebmann, "when the idea first occurred to me. The August dullness had settled upon the dry goods trade generally, and big cuts in the prices of regular summer goods failed to bring much response, even when energetically advertised. My brother, who usually planned the special sales, was away on a European trip and I wanted to make some big stir in his absence. By this time of the year, of course, the fur fashions for the following winter had been fully determined and manufacturers were busy completing their lines for future delivery. If the public could once be convinced that they could save money

by anticipating their winter needs, I felt confident that a fur sale in August would be a success. Accordingly I instructed our fur buyer to visit the market and see what he could do. He reported that he could make exceptionally favorable arrangements for fur garments for immediate delivery, and the long and short of it was that we ordered \$50,000 worth! It was a bold stroke and I suppose every one who knew of the plan regarded it as a great piece of folly.

"Having got the goods and having got them at prices that would warrant our making a big time about it, the next step was to notify the public. I realized then, as I do now, that in a matter of this kind the advertisement is half the battle. No matter how great the attractions a merchant may have to offer, if his announcement to the public is half-hearted and does not breathe enthusiasm it certainly will not carry conviction to its readers and the response is sure to be light. At that time I made the preparation of our advertisements a part of my individual business, and I dare say that first fur announcement had some pretty strong adjectives in it. Still I felt that the occasion deserved the most impressive things the types could be made to say, for this was what I proposed to do:

"We would sell furs at one-third less than regular winter prices. In other words, a fur sacque that in the midst of the regular winter season would easily command \$150, we proposed to let go for \$100. The margin of profit in the regular fur business is, as you are doubtless aware, pretty large and would stand that amount of trimming. Whether the public would believe us and whether they would be willing to purchase furs in midsummer, however favorable the terms, were questions that remained to be solved.

"The sale was to begin on a Monday. The Sunday papers contained generous advertisements put in as forcible language as I could command. What papers did I use? Well, all the leading dailies of New York, not omitting of course our own influential Brooklyn *Eagle*, which at that time hampered its advertisers by confining them to agate type and the display letters built up of agate type in the style of the New York *Herald* and Philadelphia *Ledger*. (The *Eagle*, I am glad to

say, has since modified this rule by admitting graceful display type, and I am sure presents a much handsomer appearance typographically than in its most conservative days.

"The Monday of the sale proved extremely hot. Coming in on the train from the seaside, friends who read my fur announcement in the morning paper laughed at me for thinking ladies would want to buy fur garments when the mercury was fast aspiring toward ninety in the shade. I had hoped for cooler weather and, taking it all in all, was naturally pretty apprehensive. Before proceeding to the store, I preferred to get the news over the telephone. You may imagine I was pleased when the answer came:

The sale is the biggest kind of success. It is all our salespeople can do to handle the crowd.'

"Probably our way of displaying the goods had something to do with the success of the sale. Although our regular fur department was on an upper floor, in this case the garments and racks were all brought down to the main aisles of the first floor. The space ordinarily occupied by the millinery and other departments, which at that season of the year are practically dead, was also devoted to the purpose. Another important factor was our way of ticketing the goods. Each garment was plainly marked with the price it would bring at regular winter rates and the customer could figure for herself the allowance she would be entitled to under our published offer of 'One-Third Off For Spot Cash.' Thus, if the regular was \$145:

3)	<u>\$145.00</u>
	48.33
	<u>\$96.67</u>

"If we had merely used that old chestnut in advertising: 'Our price \$96.67, worth \$145.00,' I do not think the public would have given us the credence they did. Of course, you must take into account the fact that we had always made it a point to have our advertisements strictly truthful, and the public were accustomed to rely on our statements.

"I also made arrangements so that customers who were short of ready money could make a deposit and have their purchases stored until they were ready to have them delivered. The sale was continued from day to day until \$40,000 worth of furs had been

sold—which was something of an achievement, considering that our sales sheet would have shown a cipher for our fur department, had it not been for the advertising and pushing.

"Naturally, our innovation created talk. C. C. Shayne, the well-known New York furrier, attacked us in some columns of his peculiar advertising, attempting to show that our furs were inferior, etc. To this our only reply was that we must be hurting somebody or they wouldn't be making such a fuss about it. And the fact is that we did attract many customers from across the Bridge, who were glad enough to make a substantial saving simply by making their purchases two or three months in advance. We gave to every purchaser a written guarantee, signed by the firm, that our furs were just as represented and if not found so could be returned.

"My brother, returning from Liverpool about that time and scanning a copy of the New York *Herald* off Quarantine and seeing our advertisement, was puzzled and asked: 'Can it be so cold in America in August that the ladies are buying furs?'"

The dull summer season is the *bete noir* of the great department stores, and any method that will serve to keep sales-forces intact and the throngs of shoppers ebbing and flowing through their aisles is of utmost importance. The value of Mr. Liebmann's innovation may be observed from the fact that the idea of holding summer fur sales has been imitated with success throughout the country.

JOHN IRVING ROMER.

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#### CONFIDENCE.

A man may know how to accomplish some admirable scheme, but if he does not possess the proper amount of confidence and courage, that idea will stagnate. Confidence is one of the most desirable qualities that a man can possess. An over-abundance of it is reason for congratulation rather than the opposite. Many of the successful ideas in life come to us second-hand. The originator of them lacks the confidence to materialize the same, and in a moment of discouragement reveals his pet idea to some one who does possess sufficient confidence to push it to success and reap the rewards. A man may possess so much confidence in himself as to be distasteful to his friends, and yet, when his rapid strides to success are noted, we are willing to forgive his failing, and to wish that this same confidence was also an inherent quality of our own nature.—*Dry Goods Chronicle*.

LIVES of rich men all remind us  
That, to make our business rise,  
We should leave old ways behind us,  
Get up speed and advertise.

**AN INTERESTING COMPARISON.**  
**ANGUS MACDONALD, FORMERLY AD-**  
**VERTISING MANAGER FOR JORDAN,**  
**MARSH & CO., BOSTON, COMPARES**  
**NEW YORK, PHILADELPHIA, CHI-**  
**CAGO, BOSTON AND WESTERN AD-**  
**VERTISING BY CAREFUL STUDY—**  
**NEW YORK NEEDS A COMBINATION**  
**OF WANAMAKER AND BOSTON STYLES**  
**—PHILADELPHIA STYLE WOULDN'T**  
**GO IN CHICAGO, OR VICE VERSA—**  
**PRICES ARE TRADE MAGNETS—CUTS**  
**ARE WORTH DOUBLE PRICE, BUT**  
**OUGHT NOT TO COST IT.**

The largest dry goods store in America, with one or two possible exceptions, is Jordan, Marsh & Co. of Boston. It does about \$200,000 of advertising annually and locally. Its advertising is largely of the catalogue order—that is, composed of descriptives and prices and pictures. It fills full pages of the *Sunday Herald* and *Globe*, and it fills anywhere from a half-column to a half-page in the regular daily papers.

It's good advertising—in Boston.

It's well written, it's well managed and it's well typographed.

I used to go into Jordan, Marsh & Co.'s when Angus

MacDonald was their advertising manager, and watch him sit in an office whose walls were entirely obscured by advertising proofs of the eighty odd departments which he marshaled into one glorious and conquering whole. He used to tell me how he not only studied everything there was to learn about "merchandising," as Mr. Gillam would say, but also absorbed the writings of the leading authors, both modern and ancient, for the purpose of acquiring style, finish and polish, versatility and the ability to make 500,000 different people with different tastes and different educations read what he might have to say about anything from hairpins to sideboards.

Occasionally he used to fill a page of

some of the Boston dailies with articles of more than passing interest on other subjects than dry goods, writing from pure love of the thing and to exercise his literary ability.

With one assistant, he was handling an advertising department as large as Wanamaker's, where they employ a dozen men for this work.

He was overworking, of course. One day he broke down, and his doctor sent him to Florida.

#### STUDYING THE EAST AND WEST.

He stayed South two months, and traveled back North very slowly, stopping to make a study of advertising in Philadelphia, Washington and New York, and then went West, studying

advertising in Chicago, Omaha and Denver. He stayed West long enough to do some brilliant advertising for some of the big concerns out there, and incidentally to breathe in Rocky Mountain ozone.

With rosy cheeks and sparkling eyes, he loomed up in New York the other day. I saw him on Broadway, and I nailed him for an interview. I asked him what he thought of New York advertising, Philadelphia advertising, Boston advertising and

Western advertising; what kind of advertising was the best; whether Gillam would Gillamize Gotham, and whether he himself intended to settle down in New York. I found that he was here at the request of one of the big department stores, and that he was studying out a plan and style of advertising that would combine the best in advertising elsewhere and best applicable to New York.

I believe every dry goods man in the United States, every retail dealer who does a line of advertising, will find it full of suggestions and observations and analytical deductions of interest and value.

"Which city does the best advertising?" I asked first.



ANGUS MACDONALD.

"It is a question in my mind whether Chicago or Philadelphia. Boston advertising is good for the Hub."

"What's the difference between Philadelphia and Chicago?"

"Philadelphia is all Wanamaker. Chicago is everything but Wanamaker."

"Do you think the Wanamaker style will go in Chicago?"

"No, and the Chicago style would not go in Philadelphia."

"Will the Wanamaker style be 'a go' in New York?"

"It would take the seventh son of a seventh son to answer that question. Wait a year or two, and Manley Gillam will answer it for you. However, if you pin me down, I will tell you what I think on the subject. Now Philadelphians are quiet, easy-going people, whose minds run in placid channels. For them, the conversational style of dry goods advertising was a boon, as it contained no startling announcements or surprises. There is no other large city so peculiar in that respect as Philadelphia. Now the New York public is quite different. Why wouldn't it be a good point instead of giving the New York public the Philadelphia style—give them, say, a cross between the Boston and Philadelphia style? You see, Boston's advertising is more crisp, terse and forcible than the Wanamaker conversational method. Now, why not have a combination of the two—a style that New York would call its own, and contain the cream of Boston and Philadelphia styles? Facts and figures, and good old-fashioned New England logic, deftly mixed with pleasing, artistic Wanamaker announcements, ought to make a taking combination in New York."

#### NEW YORK CAN IMPROVE.

"What do you think of New York advertising?"

"I think it capable of much improvement."

"Does the crowd come to bargains?"

"Yes, sir. You spread before the public genuine bargains and they 'come and partake' every time."

"Do prices attract?"

"Prices are the real magnets, especially in dry goods advertising. Women always read and comment on the prices. They are sharp judges and quickly scent values."

"Does the public always believe newspaper ads?"

"All except skeptics. Even in good

old Boston I have met people who told me they never believe my bargain stories, but such are cranks. The average person believes in the announcements of reliable Eastern houses. There is no question whatever on this point. Out West, where everything is viewed through golden spectacles, the public take advertisements with grains of salt; but the fact that they respond shows that they have some belief."

"Who chiefly patronize ads?"

"Women. Nine cases out of ten it is the woman who reads and remembers an advertisement."

"Don't men respond?"

"To a degree, yes; but they haven't the time nor the economical instinct that their wives, sisters and daughters have."

"What do you think of cuts?"

#### BELIEVES IN CUTS.

"I am a firm believer in cuts. An illustrated ad is far more effective than any other. A picture always attracts, and tells the story quicker and is more effective than mere type."

"Are cuts worth double rates?"

"I always hate to pay double rates for cuts, as I think that charge an imposition, but frequently it pays to do it."

"How much advertising space should a store use in a newspaper?"

"That is a hard question to answer. Jordan, Marsh & Co.'s page ads are almost weekly occurrences, whereas Lord & Taylor's total ads for six months scarcely amount to a full page. Siegel, Cooper & Co., in Chicago, with the biggest store in the world, use a page nearly every Sunday, while the Denver Dry Goods Co., in Denver, with about 200 employees, use about the same amount of space in the Denver papers. It is simply following the pace you or your neighbors set."

ANABLE ATHERTON.

#### WANT COLUMNS IN COUNTRY PAPERS.

Why should not country weeklies have want columns as well as city dailies? The subscribers to a country weekly have as many wants as the city people, and, living so far apart, have more need for the advertising columns of a newspaper. A good way to start a want column is to send a double postal to every subscriber, requesting him to write upon the blank card what he wants to buy or sell, from a five hundred acre farm to a yearling calf. A flood of answers will be the result. Put these in free, and it will so demonstrate the practicability of the column that afterwards it can be charged for. Besides, no more interesting matter can go into the paper.

—*Missouri Editor.*

THE.....  
VALUE OF

# FISH BAIT

IS NOT IN QUANTITY,  
BUT IN WHAT IT WILL **CATCH.**

You might possibly get elsewhere more circulation in Cincinnati and vicinity for an advertisement than in the

....*CINCINNATI*....

# *Commercial Gazette,*

BUT IT WOULD NOT  
BRING AS

## GREAT RETURNS

IN PROPORTION  
TO COST.

The leading dealers of that city, in dry goods and articles of family consumption, know and act on this fact, realizing that the COMMERCIAL GAZETTE IS THE FAVORITE FAMILY NEWSPAPER of Cincinnati.

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SAMPLE COPIES, ADVERTISING RATES OR OTHER INFORMATION ON REQUEST.

**J. E. VAN DOREN SPECIAL AGENCY,**

*Publishers' Direct Representatives,*

Tribune Building, New York. 1320 Masonic Temple, Chicago.

## CURIOSITIES OF ADVERTISING.

Advertisement, which somebody has called the breath of trade, and somebody else has styled the lubricating oil that makes the wheel of commerce run, is only about two hundred years old. At all events, it is to the reign of Charles II. that one must look for the first extensive use of the public prints by advertisers; but if one chooses to go back to the stentorian "What d'ye lack?" of the London 'prentice boys, it will be only to find that one must go farther back still in order to reach the real beginning of the art. For it is an art, as well as a science, and an art which flourishes by expenditure. It is not so very long since Thackeray was moved to moralization by an advertisement of Warren's Blacking on the Egyptian Pyramids, yet such a thing to-day would excite no surprise. Were a traveler across the Kalahari Desert now to come upon a collection of "Moon-shine Hair-wash" coupons, he would simply note it as an instance of enterprise. Blacking on the Pyramids! Why, are not our seas covered with argosies of pills worth a guinea a box? And do not the very clouds rain down upon us eulogies of the virtues of some American watch, or other "notion," which the aeronaut takes up with him in lieu of sand ballast?

It was George Cruikshank, if we remember aright, who drew for a blacking manufacturer a wondrous picture of an astonished cat gazing at herself in the speckless surface of a Hessian boot, polished to refulgence by the use of the blacking. Since then, the art of pictorial advertisement has developed enormously, and if we do not see anything more clever than Cruikshank's design, we see an infinite variety. Who does not know how two great Royal Academicians have immortalized a certain soap? We do not know how much Cruikshank got for his astonished cat, but Messrs. Pears are said to have paid £20,000 in the purchase and reproduction of Millais' famous "Soap Bubbles." Every street hoarding is a mural exhibition of the art of puff, and these exhibitions are more in keeping with their surroundings than the dreadful sign-posts that disfigure the fair face of Nature, so that he who runs by rail may read of some vaunted pain-killer or pig-fattener. And in place of Cruikshank's cat, have we not a familiar monkey in full dress careering round the globe in shoes of swiftness in order to spread the glad tidings of something whose virtues are largely expressed in negatives? How familiar has the benevolent Simian become! Yet think of it, how many other familiar forms, faces and formulas one meets with month after month and year after year, bound up with the monthly copy of our favorite magazine, or showered upon us through our letter-box. Sometimes it is a brilliant butterfly in variegated colors, sometimes a hirsute female or a gurgling baby, and sometimes the plain and positive statement that "Pumblechook's Paste is the Best," or the friendly though gratuitous advice—"When you ask for Tommy's Tooth-powder, see that you get it."

We would all miss these more or less ingenious and ingenuous announcements, especially the publishers and proprietors of newspapers and periodicals. In fact, but for the advertiser, the modern newspaper would be an impossibility. The advertiser not only purveys for the public—he practically provides the news of the world. Does anybody suppose that the penny he pays for his morning journal will cover the cost of all the reading matter for which he looks daily as

eagerly as for his breakfast? Certainly not the least interesting portion of the reading matter for the thoughtful student in what Poole called the proper study of mankind—namely, Man—are the advertising columns. Therein one may find an infinite variety of food for reflection—in the display of the wants, wishes, faults, virtues, rivalries and eccentricities of all classes of the community. The advertisement sheet is the reflex of the social and industrial life of a people, as well as the patent of its commercial enterprise.

There is both likeness and difference between the advertisements one sees in one's daily paper and those one finds stitched up with the magazines or displayed on the walls. The costliness of the numerous pictorial and other ingenious devices, many of them by renowned artists, must be obvious to the merest tyro; and when to such striking appeals to the eye we find allied presents of books, calendars, and artistic trifles, and generous offers of pianos, bicycles, sewing-machines, and all sorts of things to those who will help forward the work of advertisement, one is lost in wonder how it can pay. Princely incomes are expended by some of the large purveyors in bringing and keeping their wares before the public. When a certain well-known soap concern was not long ago turned into a Limited Liability Company, it was stated that the advertising bill ran over eighty thousand pounds per annum. If we are not mistaken, the late "Professor" Holloway expended even more in vaunting the virtues of his pills and ointment, and with what pecuniary result is pretty well known. And it has been frequently proved that a business which has been built up by advertising will rise or fall according as the advertising is maintained or reduced. In practical business, indeed, "once an advertiser, always an advertiser," seems to be the invariable rule.—*Chambers' Journal*.

## HERE'S ENTERPRISE FOR YOU.

Of all the queer ways of earning a livelihood, the following advertisement, from an English newspaper, carries off the palm:

A YOUNG man, sober and reliable, who has a wooden leg and a cork arm, is willing, for a moderate salary, to allow his false limb to be mauled by wild beasts in any reputable menagerie, as an advertisement. No objection to travelling.

—*The Argosy*.

## QUITE INDEFINITE.

The following head-lines appear on the editorial page of a Faribault (Minn.) paper:

## The Noble Eagle.

• EDITOR: REV. LIGUORI DARCIE. •

A LADY MANAGER WANTED.

## RURAL SIMPLICITY.

A merchant in Harlem advertised for a young woman for light housekeeping. A girl in Yonkers wrote him a letter in answer to the advertisement, asking him where the light-house was located, and if there was any way of getting ashore on Sunday nights.

## ITS GREAT POPULARITY EXPLAINED.

We give all our customers the best we can. What we do for one we do for all.—*F. B. Noyes, Business Manager Washington Evening Star*.

'His wife says: "It has become an easy matter to get him away from his daily paper. He frequently waits till 'to-morrow' to read his old home weekly. He occasionally gives an evening to me to the neglect of his favorite magazine. But when he brings home PRINTERS' INK I know that he is lost to me for that evening; it absorbs him completely and exclusively.'"—Gibson (Ill.) Courier.

### Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.  
Must be handed in one week in advance.

**THE WAVE**, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York, N. Y., sole agent. **13,000** guaranteed.

### JOHNSTON'S TALK.

BOOKLETS are an excellent thing with which to supplement newspaper advertising. I believe a well-written and nicely-printed Booklet will prove a profitable investment.

A neat Booklet put in every package that you send out should prove a good business-bringer.

If the quality of the Booklet is right, the results will be right.

I have a splendid outfit for printing Booklets. I have all kinds of labor-saving devices. I am in a position to print Booklets at less cost than any printer I know. I can profitably print 1,000 eight-page Booklets for \$10, using a good linen paper and doing work that is a credit to me. This is a cash-with-order price. WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce Street, New York.

### WISCONSIN AGRICULTURIST, RACINE, WIS.

**ART PLATES FOR SALE**—400 original half-tone plates of rarest photographs of World's Fair. Size 8x10. Entirely new. A bargain for book manufacturers, newspapers and magazines. Address "ART," care Printers' Ink.



Mr. Myrick Plummer, a wholesale paper dealer at 45 Beekman street, New York, relates that his first experience with Ripans Tabules began 18 month ago. Prior to that he could not recall a time when he was not troubled with constipation. Nothing gave more than temporary relief; but, since taking Ripans Tabules, however, nobody, Mr. Plummer thinks, has more perfect digestive organs than he. The bowels perform their functions with regularity; there is no distress after eating, no headache, no heartburn, no dizziness—nothing of a dyspeptic nature.

Ripans Tabules are sold by druggists, or by mail if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 10 Spruce St., New York. Sample vial, 10 cents.

### "Rich is the Harvest and to Overflowing."

Prices are going up, renewed business confidence and prosperity is again in the land.

You can reach the homes of 100,000 farmers, live stock men, poultrymen and dealers in pet stock of all kinds, and a class of buyers for general merchandise not excelled.

Place your advertisement with us and thus increase your sales and your mail trade.

**GOOD RESULTS SERVICE** FROM OUR **100,000** GUARANTEED CIRCULATION

Address **THE AMERICAN FARMER**, Washington, D. C.  
Or BYRON ANDREWS, Manager Branch Office, World Building, N. Y. City.

# FRANK WILL CUT CLEVELAND.

Mr. Frank L. Wilcutt, of 911 Woodland Avenue, Cleveland, Ohio, writes under date of August 16th to ask:—Do you not think it inconsistent for Printers Ink Jonson to expect printers to buy his ink when he is cutting prices on his purchaser's work? 1,000 cards for \$1.50, as he advertises, cannot be purchased at that price in this city.

When I first read this inquiry, my thought was: Perhaps they could be if the ink and stock were bought right. My second thought: Do printers suppose that they do me a favor when they pay me 50 cents for four ounces of Carmine instead of \$1.50, as formerly, to the old style ink on credit dealers? I solicit orders but only on business principles. The reason why Wilcutt should buy ink of me is because I sell him more ink, of a better quality, than he can buy elsewhere with the money. If there is any favor about it I do the favor. Mr. Printer, if you buy ink, let me favor you. Send for my price list.

ADDRESS

P. I. JONSON,  
8 SPRUCE STREET, NEW YORK.

THE RACINE DAILY, 8 PAGES.  
RACINE 2,400 COPIES.  
TIMES. RACINE, WIS.

The only daily that proves its circulation in a prosperous manufacturing city of 25,000. Rowell guarantees the circulation rating.

RACINE, WIS., August 9, 1894.

F. H. JOHNSTON, Advertising Manager of THE RACINE TIMES, being duly sworn says the average daily circulation of THE RACINE TIMES has exceeded 2,400 paid copies since July 1, 1894.

F. H. JOHNSTON.  
Sworn to before C. R. CARPENTER,  
Notary Public.

16 PAGES.  
4,000 COPIES.  
A larger circulation  
than all other English  
weeklies in Racine  
County combined.

UTLEY'S  
DOLLAR  
WEEKLY.

For Advertising Rates address

F. H. JOHNSTON, or H. D. LACOSTE,  
Adv. Mgr., 38 Park Row,  
RACINE, WIS. NEW YORK.

# ...THE... CHURCH STANDARD ESTABLISHED 1830.

The Oldest and Best Protestant Episcopal  
Paper in America.

## IT MAY INTEREST YOU TO KNOW

That it is one of the comparatively few  
papers credited by the American News-  
paper Directory with a circulation ex-  
ceeding 5,000;

That it is the only paper of its kind that  
can successfully reach the membership  
of the Protestant Episcopal Church in  
the great middle portion of the country;

That those it does reach constitute, in the  
minds of shrewd advertisers, the best  
buying class in the country;

That it is the best medium through which  
to reach that class, in the territory men-  
tioned, because it is the only paper of  
its kind from that territory; and because,  
aside from this, it is the brightest and  
best Protestant Episcopal paper printed  
anywhere;

That we will cheerfully do all in our power  
to make our advertisers happy, by mak-  
ing their advertising effective. We will  
welcome change of copy as often as a  
change is desired; as a matter of fact,  
we prefer to change the appearance of  
an advertisement as often as possible.

## RATES ON APPLICATION.

THE CHURCH STANDARD CO.,  
12 North 12th St., PHILADELPHIA, PA.

# DOLLARS

BY THE

## Tens of Millions

are in the magnificent harvest that is  
being reaped in the

## North and Central West.

## A Great Distribution

of the same will soon take place through  
the channels of legitimate business.

Do You Wish A Share?  
Then do not fail to secure the helpful  
co-operation of the

# North and West

which, through its advertising columns,  
will introduce your business to its multi-  
tude of substantial families who are  
large producers and liberal consumers.

THE NORTH AND WEST,  
1112 Lumber Exchange,  
MINNEAPOLIS, MINN.

In Harrisburg, Pa.,

there is no doubt of  
which paper pays best.

## The Patriot

has the reputation of being

**A Result-Bringing Medium.**

It is the representative morning  
newspaper at the State Capital.

**8,000 Daily.**

**5,000 Weekly.**

Advertising space  
is reasonable.

H. D. La Coste,  
38 Park Row,  
New York.

**950,000,000 bushels of**

**shelled grain; 50,000,000 tons of fod-  
der; that's the 1895 corn crop of Illinois, Iowa and  
Missouri. It will bring the  
farmers of these three States  
\$600,000,000. The fine hogs  
and cattle of these States pay  
good prices.**

Take down the atlas, observe the  
shape of these three States and the lo-  
cation of Quincy, Ill., and you'll see  
one reason why the farmers of these  
three States can be most economically  
and effectually reached through the  
columns of the

## Farmer's Call,

QUINCY, ILL.

J. C. BUSH, Times Building, N.Y. City,

EASTERN REPRESENTATIVE.

## THE SOUTH

is recovering rapidly from the recent depression and business is  
becoming active at many points.

## RICHMOND

was one of the first cities to feel this improvement and the volume of  
business is increasing steadily. Plenty of money is in circulation and  
the purchasing power of its people is satisfactorily expanding.

## THE STATE

the leading evening paper of that city, will bring you into contact  
with the prosperous families of that city. It is a home newspaper—  
issued daily and semi-weekly—with a greater local circulation than  
any other Richmond daily. Advertising rates of

H. D. La Coste,  
38 Park Row,  
New York.

Special  
Newspaper  
Representative.

## To Meet ...

The prices of NEWS INK offered by Eastern parties, we will sell you ink for cars Kansas City, for the following prices, CASH WITH ORDER:

25 lb. Keg.	\$2.00
50 " "	3.85
100 " "	7.90
200 " "	14.00
500 " Bbl.	31.90

Send your order and cash, to

**Great Western Type Foundry,**  
KANSAS CITY, MO.

My friend, Mr. B. F. Atkins, of the Parsons, Kansas, Daily Eclipse, sends me the circular copied above, and says: "It needs no comment!" The prices do seem low, but I still sell a better ink, free on board cars.

25-lb. Keg for.	\$1.50
50 " "	2.75
100 " "	5.00
200 " "	10.00
250 " "	11.25
500 " Barrel for.	20.00

Send your order and cash to

**P. I. JONSON, 8 Spruce St., N. Y.**

## PEORIA

and immediately adjacent suburban villages have a population of 60,000 people.

## PEORIA

will expend over \$500,000 during 1895 for public improvements, and additional private investments will make the total over a Million Dollars.

## PEORIA

is for these and other reasons a good field for judicious advertisers. People spend money who have money.

## PEORIA

people can best be reached through

# The Transcript

DAILY, SUNDAY AND WEEKLY.

Easily the Leading Newspaper in Central Illinois.

THE TRANSCRIPT CO., PEORIA, ILL.

# NEWS

Daily  
Sunday  
Weekly

WHEELING, W. VA.

## Largest Circulation in the State.

**Rowell's Directory for 1895**

gives the News the highest daily circulation for Wheeling, and guarantees the accuracy of the rating by agreeing to forfeit \$100 to any one who can prove differently.

SUNDAY News has more circulation than the total of all other Sunday papers published in West Virginia. This is certainly valuable information for

**Advertisers who wish to cover  
West Virginia and Eastern Ohio  
Effectively and at least cost.**

Other valuable special points gladly told in person or by mail.

NEW YORK OFFICE:  
517 AND 518 TEMPLE COURT.  
C. E. ELLIS, MANAGER.

**Doubt  
There  
Can  
Be  
No  
Doubt  
About  
The  
Peterson  
Magazine  
It  
Pays  
Advertisers**



**Penfield Pub. Co.  
109-111 Fifth Ave.,  
New York.**



**FRANK E. MORRISON,  
Special Agent,  
500 Temple Court,  
New York.**

**IT PAYS  
TO ADVERTISE  
. . IN THE . .  
Harrisburg  
Telegram.**

YORK, PA., June 8, 1894.  
HARRISBURG TELEGRAM,  
Harrisburg, Pa.

GENTLEMEN:—As I met with so great success through the advertisement that I placed in your paper last Sunday, I wish you would give me the benefit of this change as per the inclosed slip.

Yours very truly,  
(Signed)

J. A. H. CAMPBELL.

Send for a Sample Copy.

*Harrisburg Telegram,*

HARRISBURG, PA.

Advertising Office:  
517 & 518 Temple Court, New York.  
C. E. ELLIS, Adv. Manager.

# Something New in... Agricultural Journalism.

TO REACH FARMERS, LOCALLY, BY USING AN AGRICULTURAL PAPER, THE

## Farm and Fireside

will in addition to its regular editions hereafter issue special editions for the States of Illinois and New York.

An editor has been engaged for each of these States, whose entire time and attention will be given to the gathering of news of fairs, prize winners, conditions of crops, market reports, and other matters of local interest in his section.

The edition of each State will be separate and distinct.

That of New York will have matter of interest to New York farmers only.

That of Illinois, matter of interest to Illinois farmers only.

The object aimed at is to make papers which will have a local circulation among the farmers; papers which will contain more news of interest to the farmers of these States than those now published.

Advertisers in FARM AND FIRESIDE will have the following advantages:

Four editions semi-monthly.

One having a local circulation among the farmers of Illinois.

One having a local circulation among the farmers of New York.

Eastern edition circulating generally in States east of Indiana excepting New York.

Western edition circulating generally in States west of Ohio excepting Illinois.

After adding the subscribers of THE SOUTH BEND, INDIANA, CLOVER LEAF, which we have bought and consolidated with the FARM AND FIRESIDE, we will guarantee that no issue of FARM AND FIRESIDE will be less than 310,000 copies.

Advertisements commencing in the issues of September 15th will be inserted at present rates.

New rates go into effect October 1st.

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MAST, CROWELL & KIRKPATRICK, Publishers,

Eastern Office, 108 Times Building, : : New York City.

JOSEPH W. KENNEDY, Manager.

# To Sell Your Goods

in ILLINOIS,  
INDIANA,  
IOWA,  
MICHIGAN,  
WISCONSIN,  
NEBRASKA,  
OHIO,  
S. DAKOTA, etc.,

the FIRST THING to do is to place an order  
with the

## Chicago Newspaper Union

The space in the papers of these lists is sold at low rate, by reason of modern economical co-operative methods, of which the Chicago Newspaper Union were the originators.

It is best to be right from the start. If the papers of the Chicago Newspaper Union don't pay, no country newspapers will. If country newspapers are going to pay, the papers of the Chicago Newspaper Union will pay you the BEST.

No extras.

Catalogues and further particulars upon application to

CHICAGO NEWSPAPER UNION,

93 SOUTH JEFFERSON ST., or, 10 SPRUCE ST.,  
CHICAGO, ILL. NEW YORK.

## DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogs. Tell me your advertising troubles—perhaps I can lighten them.

## ADVERTISING IN GENERAL.

Advertising Department of  
THE E. B. EDDY COMPANY.  
(Limited).

HULL, Canada, July 8, 1895.]

Mr. Charles Austin Bates, PRINTERS' INK,  
10 Spruce St., New York:

DEAR SIR—Do you not think a revolution is eminent in the world of advertising? I refer particularly to advertising by retailers. Every day I see ads written by experts (by the way, how that term is abused) which I feel certain are productive of but little good. The forced style, the strained efforts are unnatural. They seem to appeal more to the good nature than to the reason. I think a descriptive ad told in a dignified way is infinitely better than the gently persuasive baby talk, and sometimes meaningless, also sometimes slangy, style so often noticed. A statement made with just a little tone of dignity and earnestness perading it will generally command respect, which feeling, so to speak, will extend to the articles for sale; and as brevity is the soul of wit, so should the fewest and most descriptive words be made use of.

I beg to inclose a couple of ads solely to illustrate my meaning. I do not even claim that they are very good. Yours very truly,

ALEX. BURNETT,  
Advt. Manager E. B. Eddy Co.

The foregoing letter voices my own views so exactly that I feel that any comment is almost unnecessary.

In regard to Mr. Burnett's advertising, I will have to say that I believe he has gone a little too far to the extreme of dignity. His sentences are a little bit too long, and simpler words might be used with better effect. There is a happy medium between repellent dignity and frigidity and the slangy "baby talk" of which Mr. Burnett complains. It is the ability to strike this happy medium that makes a man a real "expert" in advertisement writing.

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For some time I have been noticing some ads that appear in the drug trade journals. I have no way of knowing whether they bring business or not, but to my mind they are the most interesting reading matter in the papers. They are plain business-like talks to druggists about the importance of suitable store fixtures. Naturally they hinge on advertising because good store fixtures are one of the most essential parts of good advertising. I reproduce the mat-

ter, which occupied a page in the July issue of the *Western Druggist*:

Among the retail druggists of the country few have amassed a fortune of any considerable magnitude in the pursuit of that business alone. Those having acquired a comfortable one are very numerous. Some by means of specialties have become wealthy, and a few of these have created a world-wide reputation for their goods. Lowell, Mass., can probably boast more examples of the latter than any city of its size in the world, having produced from the ranks of the druggists such well-known men as Dr. J. C. Ayer, Ayer's Sarsaparilla and other goods; E. W. Hoyt, Hoyt's Cologne; C. I. Hood, Hood's Sarsaparilla; Dr. Thompson Moxie; while I believe Dr. Hilton, Hilton's Specifics, has never had a pharmaceutical training. When a single city of the size of Lowell can furnish such examples of world-wide conspicuity, so many, and in different articles pertaining to the druggist's craft, it shows something of the possibilities which any druggist may acquire locally in every branch of his business by the proper direction of his efforts. How these men have made their goods known throughout the world requires no explanation from me. As every one knows, they have brought their business into prominence by advertising. They have made these goods appear especially desirable in the eyes of the people. If you take the more numerous class, which, as a retail druggist, you may easily enter—that class which has acquired and is acquiring moderate fortunes—you will find that each and every one of its members has also, by one means or another, made himself conspicuous in the community in which his money has been made. The desirable—in fact, the necessary—requirement is to bring yourself into marked and favorable prominence in your neighborhood or city. There are at present, as in the past, various ways of accomplishing this end. Advertising is open to all, but it requires rare good judgment and skill to do it economically and successfully. Your own personality may be another means of drawing or driving away trade, and is one of the means most difficult to arrange to order, while apparently the most simple, from the fact that we cannot "see ourselves as others see us," and further that salesmen are born, not made, though education undoubtedly can and does go a long way toward furnishing a person with the tact and agreeableness necessary to create and hold trade. Certainly in any method that might be adopted disagreeable personality is a great barrier, although hundreds with this defect have been successful owing to their ability in other directions. In many instances I have known persons having this defect almost to surliness, as if aware of it and to make amends, who have fitted their store and made all their surroundings exceptionally pleasant and agreeable. In fact, nature does not seem to have endowed any of us with all the virtues. But speaking of salesmen, it takes one of much

greater ability to overcome the natural prejudice against slovenliness or one badly dressed, just the same as it requires great talent to run a badly furnished, untidy store with any degree of success. I do not believe one druggist in fifty realizes how much trade he loses by just this lack of tidiness alone, nor what an insensible attraction its opposite is. I say I do not believe he realizes it, since so many are careless on this point, and I do not think many are indifferent regarding their sources of income. The matter of income must always remain a forceful issue with the druggist, and no detail of interest should be allowed to escape his attention. There comes to my mind at the present moment a man who started in the drug business without the remotest degree of knowledge of that business, nor do I believe to-day he knows scarcely the barest rudiments of it. Yet he has nearly or quite the side of a large block devoted to it. In five years he has more than doubled the size of his store, and his sales run up into very large figures. How did he do it? Very much as I have already explained. First, by making himself prominent by a store elegant, expensive and unique; second, every detail was attended to with characteristic taste, care and neatness. Does it pay? The income of the business is worth from ten to fifteen thousand dollars per year, while the littl: drug store across the street, which was there years before he came, may pay an income of one thousand. It never took the trade he is taking. If he were to go away again it would make little difference. It lacks the caliber and style of the other. Yet there are thousands of druggists to-day who claim that a plain store with modest surroundings is best suited to success. Why do they possess this belief? That is hard to explain, except that in years past some of the old-time druggists with many natural advantages and an undoubtedly great perseverance and proclivity for business have, in the course of years, become men of more than ordinarily large means. Those are exceptions, and I can prove that hundreds of my customers are reaping a harvest they have never thought possible. This is open to you if you go rightly about it. I shall be glad to hear from you when you decide to try my method.

C. H. BANGS,  
Boston, 406 Washington St.  
New York, 35 Murray St.  
Philadelphia, 1416 Chestnut St.  
Cleveland, 1 Public Square.

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THE BUCKEYE PAINT & VARNISH CO. }  
TOLEDO, O., July 16, 1895. }

Mr. Chas. Austin Bates:

DEAR SIR—The PRINTERS' INK, since it has been coming to this office, has been carefully perused by the writer and much benefit has been derived from your column. In presenting the inclosed souvenir rule to the architects of this city we desired to call their attention to "Crystal-Rock Finish" for interior and exterior use, a specialty which we are advertising at present. We desired to have them specify this varnish in their specifications. The inclosed letter goes with the ruler. Any suggestion which you may see fit to make through the columns of PRINTERS' INK regarding catchy ads for this product will be most thankfully received.

Respectfully yours,

BUCKEYE PAINT & VARNISH CO.

The rule which was sent me with the foregoing letter is a well made steel af-

fair put up in metal bound morocco case. It is a stylish little thing and as such things go is very good, still I can't imagine a man carrying it around in his pocket. It isn't as convenient as it might be. I think the chances are that the money, about nine times in ten, could have been invested to a better advantage. I don't believe that one architect in a hundred would really care for it. I imagine that almost every architect who carries a rule has one already; one that he is used to and would not like to give up. He is used to handling it and can measure with it quicker than he can with something different.

If I were going to give architects something to remind them of my product I would pick out a very few of the leading ones and give them something so handsome and so useful that they would be impressed by it every time they used it. While this little rule is a nice thing, well made and well finished, it is really insignificant. It possesses no value worth mentioning. I may say that I do not believe very much in advertising novelties. Doubtless there are a great many good ones, but it is possible to waste a good deal of money with them. It is a great deal easier to use them at the wrong time than it is to use them at the right time and in the right way.

Generally, in advertising something to business men—in advertising materials to architects—I would prefer to go about it in a plain, business-like way and tell them simply and strongly just why they ought to specify my product. If the architect is honest, and we will take it for granted that he is, he wants to know about the quality of the goods. I would rather have ten architects impressed with the superior excellence of my goods than to have a thousand merely impressed with the name. I should think that a better thing to use in advertising Crystal-Rock Finish to architects would be to get some beautifully marked wood, cut it up into reasonable sized pieces and finish it just as perfectly as possible with this varnish, paste a statement of claims or guarantees on the back of the board and mail this in a specially made envelope to the list of architects. Of course the scheme could be modified by sending the boards around by boy power, but mailing them would be a less useful method and would therefore have some advantages. By and by, if

it seemed advisable to do something else I would take another kind of wood and treat it in the same way. Send out a series of the different woods that are used in interiors, showing perfectly the quality of the varnish.

This idea is one that has simply come into my mind. I would be astonished to learn that it had not been tried a hundred times. However, I have no personal knowledge that it has been tried. If there are varnish makers among my readers who have tried such a plan I would be glad to know with what result.

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### RETAIL ADVERTISING.

PASSAIC, N. J., June 11, 1895.

*Editor of PRINTERS' INK:*

SIR—A friend sent me a few copies of PRINTERS' INK.

I began business here in April. I do all my own ad writing, although I have been accused by my competitors of hiring "experts" to do my work.

I send you these specimens to show you that it is sometimes impossible for an outside party to write *local* ads. Take No. 3, for example. One of the druggists here has an ice cream parlor connected with his store; another sells bicycles, another electric bells, etc. This ad hit them rather hard, and attracted more attention than any other. Outsiders *can't* know these local conditions. As noted in No. 4, the people are beginning to look at the "Really Drug Store."

I hope that you will return these ads. I keep a little scrap book and want to put these in it. Respectfully yours,

W. H. STEMMERMAN.

I am publishing this letter because it gives me an opportunity to answer a statement with which all advertisement writers must be familiar. Quite a number of ad-smiths advertise in PRINTERS' INK, and I hope that what I am going to say will help to smooth away one difficulty which, perhaps, presents itself to all of them.

A great many business men, both retailers and manufacturers, seem to think that the advertisement writer is going to do it all, and that the business man need only to sit back and twirl his thumbs while the good work is going on. He seems to think that the ad-smith's proposition is to write the advertisements out of his own inner consciousness, without being told anything about the business, or the product, or the methods, of the man he is writing for.

This is nonsense on the face of it. No advertisement writer can do intelligent work without the intelligent co-operation of his client. With this co-operation he can work for anybody,

any place, and touch on local conditions just as well, or perhaps a little bit better, than the man who is on the ground.

I don't mean to say that there are not a great many men in business who can write good advertisements, but I do mean to say that there is no man in business who cannot get better advertisements if he will employ an intelligent writer and give him the assistance he ought to have. Let the business man give the writer all the information and all the help he possibly can. Then he will get the benefit of two brains instead of one.

In Dr. Stemmerman's case, how easy it would be for him to write a letter to an ad-smith and tell him exactly the conditions of trade in his town. He could send him some of his own ads, and some of his competitors' ads, and tell him briefly just where he excelled, and where his competitors' weak points were; although, as a matter of fact, I believe the more he lets his competitors alone the better off he will be. The advertiser who attends strictly and exclusively to his own business is on the right road. Just as soon as he commences to divide his energies, and to try to reform his wicked competitors, he will begin to lose ground. Of course, it's pretty hard work sometimes to keep quiet. It seems just a little bit like "turning the other cheek," and none of us like to do that, no matter how good it may be for us—morally or financially.

Lately we have had examples here in New York of stores worrying about the business and methods of another store. The advertising which Mr. Gillam has been doing for Hilton Hughes & Co. has stirred up several competitors to such a degree that it has colored their ads. It has been so noticeable that every casual reader could see it. Up to the present time I have seen but one reference to this matter in Mr. Gillam's advertising. The other day the heading of his advertisement said, in effect, if not in these words: "We are satisfied to devote ourselves to the management of just one store. We are not interested in the condition or methods of other stores. All of our energies are bent upon making this store a perfect trading place."

Now, isn't that a good deal better than calling names and getting red in the face?

To return to Dr. Stemmerman's letter—"Outsiders cannot know these local conditions"—the statement contradicts itself, because the doctor has just finished telling outsiders about these local conditions. Understand, I am not criticizing this advertiser in particular, but simply because he represents a numerous class of merchants who have erroneous ideas concerning the mission and performances of professional advertisement writers. Of course the writer doesn't know local conditions before they are told to him, but it's very easy to tell him, and the more complete the information, the better work he will do. The man who writes to an ad-smith and says: "Dear Sir—Send me five advertisements about drugs. Yours truly," will never get good service. He ought to sit down and write a letter (as short as possible), telling about his own business, his competition, the advertising he has done, and the amount of advertising his competitors have done and are doing. He ought to send some of his own advertisements and some of his competitors'. Then, if he has chosen a good writer, he will get good service.

I reproduce one of the ads mentioned in the foregoing letter:

## We Are Not Extravagant

in our statements. We appeal to the sensible people of Passaic. You make no mistake when you patronize us. Our goods are right and prices are right.

### No Man

can serve two masters. Ours is strictly a DRUG STORE. No side shows or circus attachments. We do not sell hardware or velocipedes, nor is there a lunch room connected with this MODEL PHARMACY.

### Serious Business

this preparing of remedies for the sick—We are careful.

### Do You Know

that we prepare all our own Tinctures, Extracts, etc.—and therefore can GUARANTEE their medicinal value?

It has good points and one bad point. The bad point is in touching on competitors' business. That is one of the local conditions which should have been avoided, or should have been handled in a less apparent

manner. The same thought could have been conveyed without making it so bald.

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There is a thought in the following letter which could not be conveyed more forcibly in several pages. The condition mentioned is universally prevalent, both in local newspapers and in periodicals of ordinary circulation. Of course, it is much more marked in some cases than in others, and there are a few publications in which it does not exist at all. This letter might well be a starting point and form the basis of a very profitable and edifying line of thought for most advertisers.

BASSETT, Neb., June 8, 1895.  
*Charles Austin Bates, New York, N. Y.*

DEAR SIR—I inclose an ad of my construction, which has been successful—more so in fact than I expected. So much so that I attribute it more to the universal poorness of other ads than to the goodness of this one. What I mean is that it does not take much of an ad to create quite a sensation in this locality. Yours truly,

A. M. CHURCH.

It is unnecessary to state that I read PRINTERS' INK.

The advertisement itself is comparatively unimportant. It is very well written and very badly displayed, with a great deal too much matter in it. I reproduce it merely to make the story complete.

## "THE FLIES" that come in the Spring, Tra-la,

are a little late this year, but they will be all the more numerous when they do come. And unless you are prepared for them they will torment you in a hundred ways—swimming in the cream pitcher, getting swamped in the butter, soiling pictures, windows and furniture, walking all over you and singing sweetly (?) when you are asleep—or would like to be; and making life a burden to you generally. Karl Stenby sells screen doors that will keep them out of the house—every one. And the doors are not an expensive luxury. If you buy one you may use it this year, and next year, and the year after, and for years to come. They were made to give satisfaction to the purchaser. Made with good timber in the frames, well put together, covered with good wire cloth, nicely painted—all ready to put up. They certainly are good doors, and if that is the kind you want remember the place is

West Side  
Clark St. **KARL STENBY**

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Please don't send me marked copies of newspapers, or if you do, send them in a sealed envelope under letter postage. A number of letters come, referring me to marked copies of news-

papers, which I never receive. It is a good deal better to clip the ad right out of the paper, or to tear the whole page out and send it right along with the letter.

### READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

*For a House-furnishing Store.*

### THROW AWAY YOUR IRON COOK TOOLS.

A change has come for cooks. In place of the heavy, iron utensils, Aluminum Ware has come to metamorphose the kitchen world. No more sprained or wearied wrists lifting pots, frying-pans, kettles, etc. They are made of Aluminum, a metal as light as paper and as strong as steel. Worth seeing. They will outlast six of the iron or granite kind. Prices are from \$1 up. Cheap at double the price. Come look this week.

*For Any Business.*

### Worth Works Wonders.

Quality is our talisman. Our enterprise and our superior facilities are linked to an honest ambition to sell better than anybody else—and sell it for less. This biggest store, biggest stock, biggest variety, biggest values and biggest crowds are the unmistakable signs of success. As clothes makers we gain an advantage as clothes sellers that out-distances all competition in the race for trade, and lands us at the goal of your fullest satisfaction—leaders by lengths.

Test us from start to finish—from cheapest to finest. Money gets its due here.

*For Soda-Water—(By T. A. Miller).*

### MR.

### SODA-WATER DRINKER!

We think our Soda-Water is the best in town. We want you to know so. Come once—once will be enough to give you that knowledge; and the satisfaction of knowing you're drinking Pure Fruit Flavors goes with that knowledge. We sell soda-water checks from our cashier—not to make it any easier for us, but to save you the annoyance you perhaps experience in other places of waiting for your change; then the soda-water clerk's touch is likely to make the coins unpleasantly sticky. Then, again, our glasses are thoroughly washed; that's an added satisfaction that doesn't make the pleasure of soda-water drinking less keen.

A SPECIAL: Perfumery in all odors, ayc. the ounce.

*For Furniture—(By A. W. Raine).*

### "13 IS UNLUCKY."

Git out! 'Tisn't either. If 'twas we wouldn't sell these big three-piece Bedroom Suites for \$13. It's a lucky thing for you that such well-made, nicely finished suites can be had for so little money.

*For Oil Heaters—(By S. H. Blackwell).*

### All the Year Around

By its manifold uses you will find what a handy thing is that modern convenience

### THE PURITAN OIL HEATER.

A Bath Room Comfort.  
A Sick Room Convenience.  
A Parlor Ornament.  
A Household Necessity.

No dirt, no ashes, no smoke, no odor; burns coal oil at 10c. a day.

Just the thing for spring nights and mornings and cold, rainy days in summer.

Every house should have one.

*For a China Store—(By Henry Holmes).*

### A REAL LUXURY.

A cup of tea or coffee from a delicate and pretty piece of china really tastes better than it would in any other way. We have put on sale about dozen decorated cups and saucers, worth —, at —. This week only.

*For Neglige Shirts.*

How do you spell it?  
How do you pronounce it?  
Do you give it the French pronunciation or do you give it the English?

The French spelling is Neglige.  
The English spelling is Neglige.  
The French pronunciation is Neg-lee-jay.  
The English pronunciation is Neg-lee-jet.  
We sell them either way, favoring neither French nor English.

The French way they are 87c.  
The English way they are 87c.  
Whichever way, none are cheaper, neither are any better.  
And no show-windows have a better display.

*For Shirts.*

### Peculiar-Shaped Men

very often find it necessary to have their shirts made after their measure. In such a case our cutter makes your form a study—and he will fit you faultlessly. We'll make you a sample shirt for 25c. If that suits—six for 99c.

THREE GREAT CHARACTERISTICS:

*ENTERPRISING,  
PATRIOTIC,  
RELIABLE.*

...The...

# Baltimore American

*Baltimore, Maryland.*

Unsurpassed as an Advertising Medium, and among  
one of the oldest Papers in America,  
being founded in 1773.

It possesses the cardinal features that make it profitable to advertisers, honesty, purity of tone, circulation, and the confidence of its readers; these are the characteristics that give a newspaper that quality that shrewd advertisers seek. "THE AMERICAN" is such a paper. Its circulation is good and increasing rapidly, and advertisers will find it a paying medium.

**Circulation:**

<b>Sunday,</b>	<b>-</b>	<b>-</b>	<b>100,000</b>
<b>Daily,</b>	<b>-</b>	<b>-</b>	<b>40,000</b>
<b>Twice-a-week,</b>	<b>-</b>	<b>45,000</b>	

**A. FRANK RICHARDSON,**

Tribune Building,  
New York.

Chamber of Commerce,  
Chicago.

# Every Employe

should be better skilled in his particular branch of your business than you are. You expect it of him. Division of labor—every man to his specialty—that brings success.

If you employ us to prepare and place your advertising you will find it more profitable than taking up your own time with the details.

We have had twenty-five years training in this work. Write

**LORD & THOMAS,**



Newspaper and  
Magazine Advertising.

45 to 49 Randolph St.,  
CHICAGO.

# Two Great Facts

That we are trying to impress upon  
advertisers:

## Northwestern Crops Are Immense.

Only once before in many years have they  
been so good.

## St. Paul Globe BEST

For covering the field thoroughly for least  
money.

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New York Office: 517 & 518 Temple Court.

C. E. ELLIS, Manager.

# THE DETROIT SUNS.

ILLUSTRATED SUN.

SUNDAY SUN.

CIRCULATION  
GUARANTEED OVER 118,000 PER WEEK

THE ILLUSTRATED SUN has an average circulation of 98,000 in every State and Territory in the U. S.

It is a live 8-page, 56-column illustrated newspaper, full of bright, sparkling sketches, and never misses a sensation or marvelous happening.

THE SUNDAY SUN has a circulation of 24,000 in Detroit and throughout the State of Michigan.

All advertisements ordered in the ILLUSTRATED SUN are also inserted in the SUNDAY SUN.

Our books and press-room are always open to inspection. The SUNS give results.

## A Strong Testimonial.

OFFICE OF

THE STATE HOMEOPATHIC INSTITUTE.

A. VAN VRANKEN, SECRETARY,

Daily Block, Cor. Michigan Ave. and Park Place.

NOTE—You may write us and receive a personal answer in the following languages: German, French, Spanish, Holland and English.

Gentlemen—In answer to your inquiry as to the pulling qualities of the SUNS, we can truthfully say that your paper shows from our check sheet very satisfactory returns. We are now running in some two hundred papers and we number the SUNS as among our best pullers, but trust you will not advance the rates on account of this letter.

Trusting the SUNS will continue to shine in the future as bright for us as in the past, we are,

Yours very truly,

THE STATE HOMEOPATHIC INSTITUTE.

Per A. VAN VRANKEN, Sec'y.

## ADVERTISING RATES:

### SUNDAY SUN ONLY.

Per Agate Line.....	12c
Reading Notices per Counted Line.....	20c
Discounts on application.	

### ILLUSTRATED SUN.

Per Agate Line.....	40c
Reading Notices per Counted Line.....	75c

## SWORN STATEMENT.

Average weekly circulation of ILLUSTRATED SUN for six months ending April 30, 1866, 96,578.

Average weekly circulation of SUNDAY SUN for six months ending April 30, 1866, 25,372.

E. B. WINTER, Business Manager.

Subscribed and sworn to before me, this 7th day of May, A. D. 1866.

[SEAL.]

THOMAS K. HUNT, Notary Public.

## ADVERTISING OFFICE:

517 & 518 Temple Court, - - - New York City.

*Street*  
*Car*

**ADVERTISING**

AS  
EXEMPLIFIED  
BY

**CARLETON**

AND

**KISSAM**

**IS THE KIND THAT**

**PAYS**

The very best system.

The finest appearing cars.

Uniformity of display everywhere.

Full-time cars—You get what you buy!

Eighteen branch offices with experienced employees.

Service absolutely approached by none!

Over twenty years' personal experience and record with America's greatest advertisers.

Such are a few of the claims of

## **Carleton & Kissam,**

LARGEST STREET CAR ADVERTISING FIRM  
IN THE WORLD.

50 Bromfield Street, : : Boston.

253 Broadway, : New York City.



The Cincinnati Post.  
The St. Louis Chronicle.  
The Cleveland Press.  
The Kentucky Post.

While the Silver and Gold war is on you can  
get both by using the Scripps-McRae League  
newspapers. Try them as an investment.

E. T. PERRY,

Manager Foreign Advertising Department,

53 TRIBUNE BLDG., NEW YORK.

66 HARTFORD BLDG., CHICAGO.